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TESI DI LAUREA

# **Analysis of the Localization of the Official Spanish Website of Tourism in International Spanish and International English**

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Words travel worlds.

Translators do the driving.

(Anna Rusconi)

Este trabajo se lo quiero dedicar  
a mis padres, que son quienes lo  
han hecho possible.

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## ABSTRACT

This dissertation aims to analyse the quality of the localization, and especially of the translation, of the Official Spanish Website of Tourism, considering that tourism is an activity which involves vast quantities of money and, therefore, it deserves a good quality in its presentation. To reach this purpose, the need of localization, the stages of the localization process and the elements which could be localized are described. The definition and the aim of the tourist translation are detailed, and the difficulties of tourist texts and the strategies to solve them are listed. Thanks to this theory, a superficial analysis of the quality of the localization, studying the possible elements for localization and a detailed analysis of the translation, studying its difficulties, strategies to solve them and its quality, are carried out. Finally, the outcomes of both analyses, which allow determining the quality of the site and the conclusions of the dissertation are included.

*Keywords:* localization, translation, webpage, tourism, quality.

## RESUMEN

Este Trabajo de Fin de Grado pretende analizar la calidad de la localización, y en especial de la traducción, de la página web de turismo de España, dado que esta actividad mueve grandes sumas de dinero y su presentación merece una buena calidad. Para alcanzar este objetivo, se describen la necesidad de la localización, las distintas fases del proceso de localización y los elementos susceptibles de localización. Se detallan la definición y la finalidad de la traducción turística y se enumeran las dificultades que presentan los textos turísticos y las estrategias para resolverlas. Gracias a esta teoría, se desarrollan un análisis superficial de la calidad de la localización, estudiando los posibles elementos localizables, y un análisis detallado de la traducción, estudiando sus dificultades, las estrategias para resolverlas y su calidad. Finalmente, se incluyen los resultados de dicho análisis, que permiten determinar la calidad del sitio web, y las conclusiones del trabajo.

*Palabras clave:* localización, traducción, página web, turismo, calidad.

## INTRODUCTION

Due to the great development of technology, and especially of Internet, there is a lot of information which can be found on the Internet. Additionally, over last years, Spain has seen its number of tourist growing in an exponential way. Therefore, the Spanish authorities in charge of the Spanish website devoted to tourism (<http://www.spain.info/>) have felt indebted to translate its website into multiple languages.

Over last few years, and thanks to the appearance of new kinds of softwares, the necessity of translators in this sector has grown exponentially. Translators who are going to translate these new kinds of software, with its special characteristics, need to be specialised because they do not only need to know about translating (to know a language, translation techniques, some documental competency, etc.), but also know about localization and about the use of computer programs for editing texts and images.

As I participate in a double-title agreement between the University of Valladolid and the University of Milan, some rules are applied to my academic career. The dissertation, which I will have to present in both universities, will develop an analysis. For this reason, we decided to choose a webpage. We thought it would be a great idea due to the great development of digital content there is nowadays. Also, as globalization is getting increasingly important in our world, many websites have had to translate their sites in order to be updated to these days. In this case, we will develop an analysis of <http://www.spain.info/>, the Official Spanish Website of Tourism, translated into International English, which is my second language of work.

This study of a second language, which in this case will be English, helps to learn common mistakes and improve the competences on it. Moreover, we think it will be very interesting due to the importance which nowadays English and the tourist sector have. We will obtain many interesting data about vocabulary, expressions or even cultural adaptations. In this way, the conclusions we will extract from this project, in the future, may help people interested on improving the language studied in this dissertation and in its translation from or to other languages. Between the contents for improving the language, there will be studied what are common mistakes from translating from Spanish to English and what are the translation techniques which are more frequently used for this pair of languages. On the other hand, the localization issue will be also studied and it will be very useful to understand many of the decisions taken when translating.

The reason why we chose a webpage was that, last year, I took the course *Localización* (Localization), part from the contents block of the third course called *Tecnologías de la Traducción* (technologies applied to translation), at the Degree in Translation and Interpreting from University of Valladolid. When I finished it, I realised that I had much interest on the



translation of digital content and, with my dissertation, I thought I could increase my knowledge on this specialisation. In addition, I chose the tourist webpage because I have always had a special interest on tourist translation due to my love to travelling and to knowing about other places. Although I decided not to choose the contents block of *Traducción Turística y Publicitaria* (touristic and publicity translation), part from the fourth course at the Degree in Translation and Interpreting from University of Valladolid, I was determined to study and to analyse the tourism Spanish website and its English version. In this way, I could increase my knowledge in another kind of translation, besides the ones I am currently studying in the University, and learn more about the translation of tourist texts, in which I am very interested. On the other hand, in the University of Milan, during my Erasmus, I took the course of *Cultura inglese*, whose content will be very useful when trying to deal with difficult terms in Spanish and try to find the correct term for adapting it into English. Also, the course *Inglese II* will be very useful for the analysis of the English grammar, due to the content studied along the course.

In order to deal with this dissertation, we have firstly written the introduction. Then, we have justified all the work we will carry out along the whole document and we have established the main objectives of the dissertation. To continue, we have explained the methodology we will follow to develop the work and what will be the work plan. The main content of the dissertation has been structured into two parts: theory and practice. The theory will be divided into two main parts: in the first one, we will describe what the terms localization, globalization and internationalisation mean, what the importance of translating websites is and why it is different from other formats of translations; and in the second part, we will explain what the tourist translation consists on, the difficulties of this kind of translation, translation techniques used on it and the aim of this translation. After that, in the “Analysis” section, we will use all the theory explained to analyse some translations from the webpage and, in this way, obtain the expected outcomes to prove what we pointed out in the theory part such as the translation techniques or how a webpage is localized depending on who is the receiver. Finally, we will extract the conclusions and explain the outcomes obtained thanks to the research of the established objectives at the beginning.

## OBJECTIVES

Thanks to this work, we want to reach a main objective which has, at the same time, some secondary objectives.

The main objective is to determine if there are many changes of structure, grammar or vocabulary when translating tourist texts in the pair of languages ES>EN and, also, if the receiver has any kind of influence when localizing the source text in the pair of languages ES>EN. For reaching it, we will analyse different sections of the Spanish webpage of tourism from the Spanish and the English version.

In order to reach this main objective, we need to establish some secondary ones:

- To identify and explain what is the GILT process.
- To study the process of localization of a website and to establish which elements are subjected to this localization process.
- To explain what the tourist translation is and its aim.
- To list the difficulties of tourist texts and the strategies to solve them, and to propose the parameters to assess the quality of tourist translations
- To analyse the most significant elements of the tourist website which have been localized. In addition, we will focus our attention in the translation of the content and the analysis of its quality. Finally, after all the analysis, if necessary, we will propose alternative translations for the translations which have been considered of poor quality.

## METHODOLOGY AND WORK PLAN

In the following section we present the methodology and work plan followed in order to achieve the objectives listed in the previous section.

Firstly, we have prepared an outline with all the topics we wanted to develop along the dissertation. Moreover, we decided that the practical part was going to be based on the Spanish Official Website of Tourism. The reasons why we chose this website were that it was a localized site into English and that, as it promotes Spain and its brand, we wanted to analyse the quality of its English localization in order to see if it is as useful as the Spanish site for the potential foreign visitors. When we had all the ideas clearly listed, we started a process of collecting more detailed documentation so as to gather the most important information about the ideas.

Before starting to write, we set the objectives we wanted to accomplish. Then, we made an introduction of the dissertation, where we included the reasons why we chose the theme; the context of the dissertation; the explanation about my double title with Milan; and the connection of the dissertation with the competences of *Grado en traducción e interpretación* from the University of Valladolid and to the ones of *Mediazione linguistica e culturale* from the University of Milan. To continue, we described the methodology and work plan of the dissertation.

Following the outlines prepared and thanks to all the bibliography compiled, we had begun with the writing of the first five chapters where the theoretical part is included. This theoretical part will be the base for the elaboration of the practical part, which is gathered in chapter 6.

In the first chapter, we have explained why it is important to localize nowadays and how it can help users the localization of webpages. Then, in chapter two, based on the ideas of various authors, we have settled the basic knowledge about the GILT process and we have described each part of the process. To continue, in the third chapter, we have focused the attention on the localization of websites, which will be useful to carry out a section of the practical part of this dissertation. In this chapter, we have described the importance of the internationalisation and of the localization and, also, of the process of localization of the website followed to achieve the best results. Within the process of localization, we have listed the most typical elements possibly localized, which will be analysed in the practical part from a website. In chapter four, we have introduced the turning point of the theoretical part where the competences required for a localizer and a translator are depicted, and what do both have in common. To finish the first big part of the dissertation, in the fifth chapter, the tourist translation has been commented. Thanks to the theories of various authors, we have pointed out the difficulties of tourist texts and the strategies followed to solve them and, also, the parameters used to analyse the quality of this kind of texts.

Once we finished the theoretical part of the dissertation, we have started the analysis of the localization of the Spanish Official website of Tourism, based on the concepts established in chapters one to five. Firstly, we have made a superficial analysis of the localization of the website from the elements of a website which can be localized listed on chapter three but, also, with the ideas listed on chapter four in order to better understand the decisions made by the localizer. Then, we extracted a series of texts from the website in order to carry out an analysis of the translation of tourist texts from Spanish to English and the quality of the translation, based on the concepts of chapter five and with the help of the ideas of chapter four, as occurred in the previous section, to better understand the decisions made, in this case, by the translator. To conclude this practical part, we have extracted and showed the results obtained from the analysis of the webpage.

Finally, we have presented the conclusions we reached after the development of the whole dissertation. In the last chapter, we have gathered the bibliography used to devise the dissertation.

Regarding the methodology we will follow, we will explain it next. Firstly, we decided to choose the Official Spanish Website of Tourism and then, after studying the website, we decided to establish a couple of theoretical concepts about localization and about tourist translation. To continue, we have developed a practical parte which is an analysis in which we have superficially studied all the elements which possibly could be localized within the website and a more in-depth analysis of tourist texts. The selected texts have been chosen according to their cultural content and, from them, we have extracted some paragraphs for determining the most used translation

techniques. Lastly, we have sum up the results of these analysis and we have extracted a couple of conclusions about the localization of this website.

## 1 The importance of localizing

Nowadays, the use of the Internet is almost essential in everybody's life. People use the Internet for everything, from booking a hotel to searching information about an illness. It can also be stated that cross-cultural communication via websites is one of the fastest growing areas opened by the era of electronic communications (Pym, 2010: 1). Nevertheless, the possibility of browsing from anywhere and at any time is what users like the most. For this reason, webpages have turned into the display windows of companies, places, institutions, or whatever the site is about and they have to offer the best of them. All these issues give cause for keeping the site always updated and if possible, translate it into a language which can be understood by a higher quantity of users. From this point, we can start talking about localization.

When situating the role of translation and localization in this globalized and networked world, Cronin (cited in O'Hagan, Mangiron, 2013: 100) is critical with the way in which translation is portrayed as the least problematic operation in localization discourses:

*Translation has a long history difficulty and approximation which is to its epistemic credit and commercial disadvantage. Localization, on the contrary, implies a wholly new process which engages effortlessly with the 'local', thereby eliminating any unpleasant imperial aftertaste left by agonistic conceptions of translation as conquest... With its emphasis on target-oriented translation, wholly consonant with the more popular versions of functional and polysystemic theories of translations, 'localization' appears to be the corporate linguistic response to the ecological injunction to think global and act local.*

Having said all that, we have come to the conclusion that if the Internet arrives anywhere, every website in the network can be seen by anybody in anyplace. However, people do not understand all languages, and this makes difficult to attract users. Therefore, we understand the importance of localizing a website, which is not the same as translating them, and has to take into account not only the language, but also the culture. It is important to point out that this process should not be seen only through the eyes of the localization enterprises as a process to increase international sales revenues, but also as a helping hand for the people who have limited or no access to digital content (Anastasiou; Schäler, 2010: 1).

Companies, journals, and countries, especially the most touristic ones, among others, are now in a hurry for localizing its sites, due to the exponential growth of the use of the Internet. According to O'Hagan and Mangirón (2013: 87), the emergence of the localization sector is associated to the rise of the software industry when computers started to be fashionable and, in

the last decade, translation needs of this sector have exponentially grown. In addition, the image of any localized site is typically strengthened if the quality of the localization is good and thanks to this process of localization, the owners of the sites try to reach out to more people.

Finally, so as to obtain the best localization, it is always important to take care of the target culture, of the market characteristics, of learning about user's preferences and of figuring out what they expect from the site. Moreover, if the website is professionally localized, users will be more confident and they will have the opportunity of understanding what kind of site are visiting they. That is to say, users will trust all the information offered in the site and this will likely result in an increase in the number of customers buying products, or in the number of tourists visiting a place, among others.

## **2 The GILT process**

Since the great progress of the Internet and of technologies of the 1980s, new activities related with translation have come up. One of these new activities is localization, but when we talk about it, we have to understand that it is not an isolated process, but that it is part of a more complex process known as GILT. This acronym refers to the four activities from a wide process to obtain a good localization: Globalization, Internationalisation, Localization and Translation. This broad process is carried out to satisfy the need of companies of having a website or software adapted to the international market. The GILT process is increasing its popularity because web users have the need of knowing what they are reading if they are interested in something they have found in the network and companies want to satisfy their web visitors and customers. Thanks to this process, they will gain visibility in the network, due to the larger quantity of people who can read the site.

When a website is translated, as it is the case we are going to analyse, it is said that it has been localized. The borders between localization, globalization, internationalisation and translation are often blurred, as many people consider localization as the counterpart of globalization on the grounds that the former is “supposedly” based on a local and the latter on a global audience or market (Anastasiou & Schäler, 2010: 1) So, in order to understand the difference between translation and localization, and the different steps of the GILT process, we are going to describe each activity and see how the process is carried out.

### **2.1 Definitions**

Nowadays, in the field of translation, it is very common to know what the terms globalization, internationalisation, localization and translation mean. Nevertheless, as they are very new and take part in the same process, there may be people who still confuse them. In order to make them clear, we are going to define and to describe the whole GILT process.

### **2.1.1 Internationalisation**

Internationalisation is said to be the first part of the process. According to the Globalization and Localization Association (GALA), which ceased to exist in 2011 but was established with the mission of offering the GILT guidelines for managing multilingual information, internationalisation is described as the process which ensures a product can be adapted to various languages and regions without requiring engineering changes to the source code. In this way, the process of localization into any other language will be easier.

Along the process of internationalisation, it is essential to use a technique which consists of separating the text from the source code, which will prevent translators from translating the program code (Mata, 2005: 204), because if part of the program code is translated, the website could stop working.

Internationalisation, which sometimes can be written as 'i18n' (due to the 18 letters between the i and the n), is increasing its importance day by day due to the significance that localizing websites or products is gaining. This process, which should be done by programmers, not by translators, should be carried out only once, and if it is well done, the website will be easily localized into any language. This means that, in the long-term, internationalisation will imply a savings in money and time.

According to Esselink (1998: 2), within internationalisation, we can talk about 'enablement', which is the process of adjusting the software or webpage to make it usable in certain countries or regions. Thanks to it, the internationalised items will have greater possibilities of being observed in countries different from the one from origin.

Usually, internationalisation takes place during the development of the software or webpage and, in this way, is easier and cheaper. This process guarantees that: source digital products are not tied to any particular culture, they are independent of the language they have been developed in (LISA, cited in Jiménez-Crespo, 2013: 25), and technical adaptations of any kind will be avoided once the localization process begins (Jiménez-Crespo, 2013: 25).

### **2.1.2 Translation**

The translation of written texts is a multidisciplinary activity that has been used for communication between members of different cultures since the beginning of the writing. Translation, as an occupation, started to acquire recognition as late as in the 20<sup>th</sup> century with the appearance of the translation studies. As we have explained at the beginning, translation takes part in the GILT process, and it could be considered the most important part of it. For this reason, we consider that the definition of Esselink (cited in Pierini, 2007:87) can perfectly show what translation is:

*Translation is the process of converting written texts or spoken words to another language. It requires that the full meaning of the source material be accurately rendered into the target language, with special attention paid to cultural nuance and style.*

We can also take a look at the definition of Nobs (2006: 4) which defines translation as “a practical, social and cultural phenomenon, that is to say, a social action with the peculiarity that it is developed between two different and specific cultural and social contexts.”

When talking about translation, we cannot forget four important aspects which define it:

- Translation exists because of the difference between languages and cultures.
- Translation has a communicational purpose.
- Translation is addressed to a person who needs it due to the ignorance of the language and culture in which the source text is written.
- The purpose of the translation determines the translation itself and this is different depending on the case.

Once the term has been clarified, we can now jump into the next phase of the GILT process, localization, which can be considered the most complex phase and in it translation is included.

### **2.1.3 Localization**

Localization is closely related to internationalisation, because we may identify it as the second part of process.

Generally, we consider localization, which is usually seen as l10n as happens with the term internationalisation, as the process of translation and adaptation to the target culture of the content extracted thanks to the internationalisation.

Firstly, it is interesting to know that the word ‘localization’ comes from *locale*, which traditionally means small area. Nowadays, the word *locale* is commonly used in technical context, where it represents a specific combination of language, region and character encoding. For example, the Spanish spoken in Spain is a different *locale* to the one spoken in Argentina.

Esselink (1998:2) defines localization as the process of adapting and translating a software application into another language in order to make it linguistically and culturally appropriate for a particular local market. This definition highlights the commercial aim of localization and it does not refer to this process as possible for any kind of digital content, as it occurs. Therefore, according to the definition of this term of Schäler (2007:157):

*Localization can be defined as the linguistic and cultural adaptation of digital content to the requirements and locale of a foreign market, and the provision of services and technologies for the management of multilingualism across the digital global information flow.*

As we have just stated and according to the GALA, the process of localization does not only imply translation, but it also may include: adapting graphics to target markets; modifying content to suit the tastes and consumption habits of other markets; adapting the design and the layout to properly displayed translated text; converting to local requirements (such as currencies or units of measure); using proper local formats for dates, addresses, and phone numbers; and, finally, addressing local regulations and legal requirements. Therefore, we can ensure that translation is simply a stage of the whole process of localization as the desktop publishing (DTP), or the update of the webpage can be.

Thanks to all this information, it can be concluded that localization is done adapt any kind of digital content, regardless of its nature. In addition, we conclude that the final aim of this process is to develop a digital item which seems to be written in the target language since the beginning and to leave no sign which can report that the site has been localized.

We now can understand what the difference between localization and translation is and why we use localization instead of translation when talking about digital content.

#### **2.1.4 Globalization**

Globalization could be considered the last part of the GILT process. Globalization, which is commonly seen as 'g11n', is usually defined as the combination of localization and internationalisation; and now that both have been defined, it is possible to better understand it.

Globalization is a 'process to enable the message to be adaptable to the condition that may be imposed by the receivers who do not share the same linguistic and cultural backgrounds as the sender' (O'Hagan, 2002: 99). That is to say, the website or any kind of digital content is going to be usable in different languages after been internationalized and localized, in order to pursue a purpose wherever their users are located.

### **3 Digital content: the GILT process applied to a website.**

In this chapter, we will analyse why the internationalisation of a tourist website is necessary and how the GILT process is applied to it, and especially, taking into account the process of localization and internationalisation, which are the most important in order to obtain the best results.

The form in which the content is presented determines the kind of process used to adapt it and its name. In our case, we talk about adapting digital content, or more specifically a website,



and it is when we stop talking about ‘translation’ and we start to refer at it as ‘localization’. This change of denomination takes place because, along the process, it is not only carried out the translation of the text, but also some special adjustments the digital content needs.

The process of localization differs from that of translation in the difficulties which the digital content presents, in the way of publication and distribution of the final results, and in the technologies and tools used. In addition, the quantity of content, which has to be all adapted and is always growing, or the source code, among others, are also very restrictive characteristics of the digital content. Due to these obstacles, it has been considered that the process of localization needs to be divided into different phases, because it is a really long process and its results have to be very accurate.

As we have explained before, we cannot talk about localization without mentioning Internationalisation. This preparatory step towards localization is done in order to obtain all of the information of the website and all the content which needs to be localized, not only text but also characteristics of the interface layout and structure of the webpage, among others.

For these reasons, carrying out both internationalisation and localization is essential so as to obtain the best adaptation of the digital content. Additionally, we should keep in mind that the translator who deals with this kind of projects needs to have some basic knowledge about the technologies and tools of which he or she will work with, apart from linguistic skills for translating.

### **3.1 The need for internationalisation of a tourist website**

The use of technology is growing every day and, with it, the use of the services of the localization and translation sector. The translation and localization market is dynamic and tends to be ahead of other industries in the adoption of technology and social trends. As translation is a transformational activity that modifies products developed by others, LSPs tend to adapt to client requirements and to incorporate their best practices (Beninatto, 2005:18).

With reference to tourist websites, we can affirm that almost every place of the world has its own site on the website, where all its characteristic and attractions are described. This is because they want to receive tourists and they have to “sell” as best as they can what they can offer before people go and visit it. Nevertheless, not every person understands every language, so, here comes into play the translator’s work and the application of the GILT process.

Taking into account that the majority of webpages would ideally have to be translated into more than one language, it is essential to make the internationalisation job in order to be able to carry out a good localization. If a website does not internationalise its content, the next stages of the process will not be well done or will be more difficult, including the translation. Thanks to this process, the content will be better prepared to be localized and it will be easier for the translators and programmers to do their work. Internationalisation and localization are not only important to

reach people speaking a foreign language, but also serve as a marketing technique in order to attract more companies and costumers of companies. For example, on the Spanish website of tourism that we are going to analyse later, depending on the language the web is read, the carrousel, where the most important events are described, will offer different plans to do in the country. This is because Spain receives many different kinds of tourists with very assorted nationalities and they have diverse interests.

Some time ago, as Corte (2002:2) affirms, many owners of companies were opposed to the internationalisation and localization of their websites. However, when they finally decided to carry them out, they could confirm that, in the long term, the profits were much higher than the investment made for the internationalisation, localization, translation and globalization of the webpage and in comparison to the profits before the adaptation. For example, with reference to the kind of website under investigation, this will mean that the place advertised in the network which has pass through this process will probably receive more number of visitors, which will imply more earnings, especially for the tertiary sector, than a place that is only advertised in the language of the country where is located.

### **3.2 The process of internationalisation**

As we have just mentioned, this is the most important part of the whole GILT process. If the internationalisation is well done, the next steps of the process are almost put on the track. It is recommended to do the internationalisation during the preparation of the website.

#### **3.2.1 Strategies of internationalisation for a possible localization**

When talking about internationalisation, we have to refer to the different protocols and formats used to transfer the content from one language to another and many other cultural items, such as measuring systems or the direction of the writing. If all of this work is taken into account, the localization of the website will be easier and it will be considered as usable.

In order to determine some strategies of internationalisation of a tourist website, we are going to follow the information offered by the World Wide Web Consortium, commonly called W3C, which is an international group which tries to establish the standards that enable the development and growth of any kind of webpage. According to W3C, there are four strategies of internationalisation which entail:

1. Designing and developing in a way that removes barriers to localization and international deployment. This includes enabling the use of Unicode<sup>1</sup> or ensuring the proper handling of legacy character encodings where appropriate, taking care over the

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<sup>1</sup> A standard of codification which allows the display of any kind of character used in any language.

concatenation of strings, avoiding the dependence in code of user-interface string values, among others.

2. Providing support for features that may not be used until localization occurs. For example, adding markup in your DTD to support bidirectional text, or for identifying language. Or adding to CSS support for vertical text or other non-Latin typographic features.
3. Enabling code to support local, regional, language, or culturally related features. Typically this involves incorporating predefined localization data and features derived from existing libraries or user preferences. Some examples include data and time formats, local calendars, number formats and numeral systems, sorting and presentation of lists, or handling of personal names and forms of addresses.
4. Separating localizable elements from source code or content, such that localized alternatives can be loaded or selected based on the user's international preferences as needed.

It is essential to notice that these items do not necessarily include the subsequent localization of the content into another language. They are design and development practices which allow such a transfer to take place easily in the future. This process may include avoiding source code problems (for example, the use of Unicode) or other codification difficulties. In addition, the internationalisation may have significant practicality even if no localization ever takes place.

### **3.3 The need for localization of a tourist website**

In the last decade, there has been a revolution on the Internet and its use as technologies have grown exponentially. Nowadays, to browse the Internet or to use mobile phones, among others, has turned a daily habit which cannot be avoided. In addition, there has also been an increase in its use for doing business and, therefore, in great global benefits. Due to this reason, the need of localization has increased over the years in order to cover the larger possible part of the global market and, in this way, reach the higher number of users. Nevertheless, there is not only a need of localizing for business, but also for spreading any kind of information.

It is also important to notice that the World Wide Web has passed through a progressive process of globalization and it has come up against the linguistic barrier. English has stopped being the *lingua franca* of the network considering that, recently, the Internet has arrived to every corner of the globe and the published information on it is written in multiple languages.

It is also worth remarking that, in the case of tourism, there is, without a doubt, a need for localization. In this way, the information of the promoted country about its festivities, its culture, and many other interesting data can reach every person interested in knowing about the country

so as to organise their respective trip or to simply obtain information. In addition, the localization of tourist websites is very important because, as potential visitors can have at their disposal all the information and suggestions they need, they feel more confident in what they read in their own language about visiting the country and this might mean an increase in the number of visitors. In this type of cases, it is also essential to offer an attractive webpage with an organized interface, so that users feel comfortable when using it.

Although Beniatto (2005: 11) claimed in 2005 that only a small fraction of potentially useful text ever gets translated and that governments and companies find themselves dealing with these new text types, we have carried out a study on the Internet in order to update this information. For this reason, after the analysis of a great number of webpages<sup>2</sup> about different topics, we have verified that, nowadays, is very frequent to offer websites localized to, at least, two languages: the own language of origin and the English. Moreover, we can assure that this number is growing exponentially day after day due to globalization.

Taking into account the reasons we have mentioned before, we can confirm that despite the elevated costs of the localization process, there are high economic benefits which it can entail in the long-term. In addition, we can also confirm that the main objective of this process is to overtake the linguistic and cultural barriers that the World Wide Web has. Finally, thanks to our study, we have verified that a great quantity of websites has been localized, and that this number is growing day after day.

### **3.4 The process of localization**

Having outlined the main features of the process of localization, we have had the opportunity of verifying that it is a very complex process, always depending on customer's requests. Throughout the entire process, the translator is only involved in one of the many phases in which it is divided. Below we are going to describe the phases which make up the process of localization of a webpage and its importance based on the process Corte (2002: 2-7) explains, together with the ideas of O'Hagan and Mangiron (2013: 87-107), Reineke (2005: 152-153), Flores (2005: 23-39) and Pym (2010: 1-12).

#### **3.4.1 Analysis before carrying out the localization**

First of all, it is necessary to know the target culture in depth because, in this way, decisions can be easily made out about what type of localization to pursue. As Flores (2005: 29) states, in this phase of the process, we start with a general idea of the software which is going to be developed and, little by little, it gets polished until the final idea is obtained, which will be the

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<sup>2</sup> Among the most important webpages checked are <http://www.mecd.gob.es/portada-mecd/>, <http://turismomadrid.es/es/> and <https://washington.org/> in which the change menu of language can be found in the upper part and <http://www.ibm.com/us-en/> and <http://www.seat.es/> in which the change menu of language can be found in the lower part.

basis in the next phases of the process. In order to find out the information required to decide on the localization approach to adopt, Corte (2002: 2) suggests a series of key questions which may help to obtain the best of the process of localization:

- Who are the target users?
- What do they expect to find in the webpage?
- What does the company, or the government, among others, expect from the site?  
(give more information, increase the number of tourist in a place, ...)
- What are the legal requirements of the target country?
- What are the cultural, religious or social characteristics which might affect the presentation of the website?
- What are the technical requirements of the target country? (price of the Internet connection, possibility of access to it, ...)
- What are the requirements to register the domain name?
- What are the laws regarding the data protection and the copyright?

This complete analysis of the information required for carrying out a good localization is usually made by a legal and marketing department, together with experts from the target country. It is also necessary to have different points of view, since it involves different fields: the functional, the one of the information, and the one of the behaviour (Flores, 2005: 29). Thanks to this, all of the information concerning the fields which need to be adapted will be obtained and, then, it will be possible to identify which aspects can give problems when localizing them in a target country/culture. Moreover, the analysis will be useful for preparing the duration of the process and its costs.

The analysis of the content for the purposes of localization involves a more comprehensive study of the elements which will possibly be modified compared with the one done for translating, because the digital content requires it. For example, the projects needs to take into account the level of use of the Internet on the target country, if users have access to the last trends in technology, or even if the target users have a good quality of the Internet access, among others (Corte, 2002: 2).

To conclude this first phase, it is important to remember that if the site has gone through the process of internationalisation, the localization will be much easier. If this is not the case, some changes in the operation, structure, and content might be necessary to make the site work properly.

### **3.4.2 Internationalisation**

To begin with, we would like to point out that this phase of the process can be skipped if the internationalisation has been done while designing the website. In this way, it will have been easier than if it is done now, when the webpage is already designed and published in the network.

In the case the internationalisation has not been done, it will be carried out after the analysis, when all of the requirements have been fixed. We must call attention to what Corte (2002: 2) says: “internationalisation is an expensive process which takes time”. Nevertheless, she also states that once the website has passed through this process, it can be localized to any language. We know that it will potentially cost a lot of money, but, in the long-term, it will imply great benefits.

As this is a complex work, it is carried out by programmers, always in collaboration with translators, and they will add as many explanations as necessary, above all, in the source code so as to modify only which can be modified. Likewise, programmers may never express any kind of assumption about how a language works or about how a language understands the information found in the site.

In all websites, the structure is very important because this will determine its usability. Due to this, it will be important to take into account what Corte (2002: 3) states: “one of the greatest problems is to decide how the different versions will be combined”. The most used method consists of saving each language in the same server given that, in this way, the updates in the different languages can be synchronised at the same time. Corte also mentions that, normally, this type of site will have a link to each language on the home page, and it will be only needed one URL which can be used globally.

Finally, taking into account what we have stated before, the content which has to be localized and the interface which users are going to see, will be identified and separated from the site’s functionality (the code, that is to say, the part which users don’t see). This material is sent to the translator in order to carry out the next phase, localization. It is fundamental to have in mind the target language, the target country and its culture. This is because if it uses a special alphabet or it has a different writing direction (like the Arabic or the Bulgarian), some special changes will be necessary. In addition, it is important to pay attention to signs, symbols, colours or images which might have different meanings in the target culture, so that one can try to neutralise them.

### **3.4.3 Localization**

At this point, with all the materials gathered together, the translator has to carry through with the localization. To this end, the translator has to count on the help of computer programs, such as spreadsheets, source code editors, or CAT (Computer-Assisted Translation) tools.

The first step is to remember that it has to take into account all of the elements which are going to be localized and identify them. According to Corte (2002: 4-7), it are the user interface, the technical functionality, and the content. Hereafter, we are going to describe the three of them.

The user interface is the junction between the user and the site, in other words, what the user sees (home page, menu, or windows, among others). Normally, its design is easy, efficient, enjoyable, and, above all, pleasing, and, like this, users feel more attracted by the website and what it offers. Moreover, the translator has to keep in mind that the space is limited, as for example in the name of the tabs, and what has been adapted has to fit in the same space as the source text. The design and format of the site have to be respected as much as possible, just like how big an adapted image or an attached document to the site is.

The technical functionality can be defined as the set of characteristics of programming taking part in the website, which are becoming more complex every day due to the great progress of the net over last several years. The current websites are multidimensional structures with dynamic and static content supported by a data base, using a combination of different programming languages. For this reason, it is important to establish which ones could be the trickiest elements and how to deal with them. Firstly, the characters representation is normally one of the main problems when localizing. It has been decided to use the Unicode, which offers a bigger coverage and more modern structures, because it can be used with any kind of Operative System and it offers any characters a language may need. Then, there are languages with special requirements such as the ones with other alphabets or written in a different direction. Finally, another problem might be the information order after the localization, and to solve it, the best solution is to put always the content in alphabetical order and make the site more functional.

Regarding the content, it is the key of any webpage; therefore, it is the main element of any localization project. It is set up by images, text, videos, or materials which can be downloaded and it all has to be adapted to the target culture. The main function of the webpage is to pass on the information, and, for this reason, it will be essential to know a native person of the target country, so to have knowledge about the target culture. We can identify four cultural elements which are subjected to adaptation: Linguistic-textual aspects, visual-iconic aspects, technical aspects, and cognitive aspects (Torcedor cited in Jiménez-Crespo, 2013: 32). In this way, all images or any kind of content which could be offensive or which might pass on a different meaning to the target readers will be identified and neutralised for offering the same meaning to target users as well as to the source ones. Moreover, this content, as Corte (2002: 6) explains, might be static or dynamic. The first one is permanent and it doesn't need to be frequently updated and, on the other hand, the dynamic content is regularly changing and it depends on the receiver of the information and on when it is displayed. This second type of content is usually localized with a tool which identifies automatically that the content has been updated.

Finally, when all this work has been completed and the interface, the content and the code are localized, it all has to be settled on the website. This final part of the localization will be easy if a good internationalisation has been previously done and it has been arranged a simple structure.

In the next and last phase of the whole process, the operation and the quality of the content will be verified.

#### **3.4.4 Revision and quality control**

In this last part of the analysis of the process of localization, we will explain the importance of making a revision and a quality control. In order to carry it out well, it will be necessary to follow some guidelines, as the quality criteria proposed by Pierini (2007: 90-92), and the types of quality control stated by Corte (2002: 6-7).

The revision and quality control are fundamental so as to check if the webpage works in a proper way. If there are shortcomings in the revision, it can transform a good localization in a product of dubious quality (Bolaños, 2003: 258). This process should be done after the end of the localization process and it is essential to control from time to time if there are any updates. Thanks to this, it will be possible to maintain the quality of the website. As Jiménez-Crespo (2013: 37) states, the implications for web localization are clear: localized sites should be as clear, concise and efficient as possible and to obtain the perfect localized site is the goal of this last phase of the process.

According to Corte (2002: 6-7), together with Bolaños (2003: 257-259) and Reineke (2005: 152-153), we can point out four different kinds of quality control which should be used when revising the website and, thereby, maintain the quality of the site:

- Linguistic control: It verifies the quality of the translation, the consistency of the text, the terminology, and its style. Usually, if a literal translation is done, even in the most technical passages, it is easy to reproduce mistakes which are not in the source text. To avoid this to happen, it is necessary to take care about the misspellings, the punctuation marks, the spaces between words, or the translation mistakes. In addition, the linguistic control includes the creation and the maintenance of glossaries and databases, the creation of style guides, and the strategies of editing and correction of texts.
- Technical control: It consists of verifying how the website in the different languages works. It should be done by testing it in different operative systems, checking all documents, all materials which can be downloaded, verifying the source code, links, HTML tags, forms, databases, among others. It is important to check the localization, even if the source code has not been modified.



- Visual control: It checks the design of the site and the automatically generated dialog boxes and texts. The size and colour of the target site cannot always be maintained due to any kind of cultural reason, but if this is not the case, it should be identified as a mistake which must be sorted out. We also have to verify if the target text adequately fits in the source space.
- Functional control: It consists of checking the right operation of the localized site in different networks, with different data bases, or browsers.

In order to complete a good revision, we should apply some guidelines and achieve the best quality for the localization. For example, taking into account the words of Pierni (2007: 90), we can affirm that the translation quality of tourist discourse in written material is not always good. For this reason, we must apply four quality criteria (Pierni, 2007: 91-92) to get the best out of the localization:

- To analyse the relation between the source text and the target text. This relation can be broken down for three reasons: the semantic, the pragmatic, and the culture.
- To check if the target text should meet the standards required for any text produced in the target culture – adequacy and acceptability – established with reference to requirements operating in the target culture.
- To verify the effectiveness of the target text and for this goal, it needs to fit the tastes of the target market. In Pierni (2007: 91) we can see the reference to the model of Giordana who argues that the message should meet the classical requirements of advertising discourse: AIDA, which means to capture Attention, to create Interest, to increase Desire and to motivate to Action.
- To ensure the web communication, where we can measure its quality in terms of usability (Nielsen cited in Pierni, 2007: 92)

When applying all of this criteria and correcting the mistakes which have been identified, we will obtain the best localization, despite the added difficulty of the online revision. Once this control has been successfully passed, the website is ready to be published in the network. Thereon, the website will need a proper maintenance, such as adapting the content to new technologies, or updating content to the target language. For this reason, compared with an ordinary translation project, it can be said that it never ends.

### **3.5 Elements from a website which can be localized**

In any kind of digital content, there are several elements liable to be translated. These elements must be identified during the process of internationalisation, as we have mentioned in the last sections. Depending on the goal of the service the digital content offers and the kind of

user of the digital content, the localization will be carried out in either a simpler or a in a more complex way.

Based on the ideas suggested by Webb (2001: 39-42) and Esselink (cited in Pym 2010: 4-5), we are going to point out the most technical elements which are suitable to be translated in any kind of digital content:

- Language and content: The translation of content from one language to another can be partially supported by translation software, but, in most cases, human intervention is needed because direct translation may change the meaning of the content. In addition, we can include here the issue related with space because the translation ratio of words and sentences is not always 1:1 and the space for a body text can be dramatically different between languages (for example, when translating from Spanish to English, the text is usually shorter) or the writing changes, as occurs with Chinese or Arabic. Moreover, the punctuation marks must be taken into account due to the variation that exists from one language to another. Regarding content, as in the case of the translation of a tourist webpage, the culture has to be maintained because it could be said is what the site is 'selling' the place. In other cases, the cultural icons must be taken into account and one must try to neutralise all of them.
- Overall design and usability: In relation with the design, depending on the target language, the content will have to be adapted to a specific direction of the text (for example, Spanish is written from left to right, and Arabic from right to left. Additionally, the menus, boxes or logos, among others, should be self-sizing when translating in order to adapt themselves to the target word or sentence.
- Characters coding: Depending on the target coding and the target operative system, the localized website will correctly represent and process every character in the corresponding language. The best solution is to always use the Unicode system, which includes all characters of all languages.
- Currency formats: Regarding the currency issues for any transaction, it has to be adapted to the appropriate local currency, indicating the local taxation on the transaction and including any kind of tax or other duties which may be incurred. The calculation and timing of the currency conversion must also be included. As occurs in many cases, there might be exceptions.
- Time and date formats: Depending on the target country, the hour format (the separating symbol), the writing of a.m. and p.m., and the date format (the order of the data and the separating symbol) will be different and will have to be properly

adapted. In any case, the international formats can be chosen to remove any doubt: for date YYYY-MM-DD, and for hour hh:mm:ss.

- Measurements units: In some cases, the adaptation of distance, weight, and position units could be necessary.
- Addresses formats: Addresses must never be translated, besides the name of the country which is usually written in the target language.
- Proper name formats: In this case, for example, when creating forms, it has to be taken into account that in some countries, people have two surnames and in others, only one. In the case of the name of museums, or churches, among others, they are usually left in the source language, unless they have a coined translation.
- Telephone number formats: In order to leave no room for doubt, it will be convenient to add the prefix of the country where the telephone is placed.
- Images, videos and sounds: Depending on the target culture, some of these items may be offensive to the receivers or may provide a different meaning. In order to avoid it, they should be neutralised or changed into any other item which produces the same effect as the source content. In addition, videos or sounds might be in the source language and they have to be changed by ones recorded in the target language.
- Numeric formats: There can be differences between the symbols separating the decimals or miles, the number of digits in each group, or the representation of the negative symbol.
- Colour conventions: Colours can have different connotations depending on the country or culture. For this reason, if colours are used as part of a design, when converting them to other cultures, their meaning must be studied. For example, the black colour, in western countries means somber, but in Asia is a lucky colour.
- Iconic conventions: Usually, symbols are used in order to simplify the content. In some cases, they can entail different meanings depending on the country or culture. A very common example may be the door icon, which in Europe means 'exit', but it may be misunderstood in any other culture.
- Legal conventions: Copyright and personal data protection differ from country to country. For this reason, all information regarding this issue of the target country must be looked up. For example, in Spain, according to the *Ministerio de Industria, Energía y Turismo* (Industry, Energy and Tourism Ministry) it is necessary to take into account a series of regulations in order to inform the web users about their privacy.
- Telecommunications infrastructure: There is a great disparity between countries in terms of telecommunications infrastructures. So, the capability of infrastructures

and costs of access to the Internet in each country must be examined. Fortunately, this is changing and there is a great development in this field. Additionally, the speed of connection differs between countries and these influences on the quantity of multimedia content which may support a connection.

- Translation of hidden information: This is very important in order to acquire a good SEO positioning, the position in which a website appears in the browsers, in the target language.

Thanks to this breakdown of the main items which need to be adapted for carrying out a good localization, it will be easier to identify and to adapt all of them to the target culture and users. In this way, a perfect localization will be achieved.

#### **4 Skills of a translator and a localizator. The translation competence.**

In the following chapter, we are going to analyse the competences a translator and a localizator must have in order to be good professionals. It is important to point out that some competences will be shared by both, but some others will be only for one of them due to the different roles they play.

According to Hurtado (2008: 394), there is a need of “translation competence”, referring to the knowledge and skills a translator needs so as to know how to translate in a proper way. Amparo Hurtado is a researcher who takes part of the PACTE group<sup>3</sup> and its research aim is to describe what the translation competence is. She defines the translation competence as “the underlying system of knowledge, skills, abilities, and attitudes necessary for translating”. In this way, it is distinguished from the translation, considering translation as the process of carrying out those knowledge and skills in a specific situation. The translation competence is composed by a set of subcompetences, and we are going to mention the most important ones regarding the roles of the translator and the localizator:

- Transfer competence: It is considered the central competence which involves the rest of competences. It consists of understanding the source text and transferring it to the target language taking into account its aim and the characteristics of the addressee.
- Bilingual competence: It consists of the underlying systems of knowledge and skills necessary for the linguistic communication in the two languages involved in the translation. It is basically composed by a comprehension competence in the source language and a production competence in the target language. This

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<sup>3</sup> PACTE research group refers to *Proceso de Adquisición de la Competencia Traductora y Evaluación* and it was established in 1997 at the Universitat Autònoma de Barcelona. Its main aim is to investigate the translation competence and its acquisition in written translation in order to improve the teaching of translation

competence is made up of: grammatical competence, which includes a good knowledge of the linguistic code; textual competence, the command of linguistic strategies to develop a written text in different genres or types of text with coherence and cohesion; language competence, related with the language functions; and sociolinguistic competence, including the proper comprehension and production in different sociolinguistic contexts.

- Extralinguistic competence: It is formed by the knowledge, implicit or explicit, about the world, in general, and about particular subjects.
- Instrumental and professional competence: It is related with the professional translation and it consists of the good use of any kind of document, of the use of new technologies and CAT tools, and of the knowledge of the labour market.
- Strategic competence: It includes the personal procedures used to solve the problems found during the translation process and, in this way, improve the quality of the target text. For example, strategies for the comprehension problems, for the reformulation, and for the documentation, among others. Hurtado assures this competence is essential, considering that it is useful for detecting problems, for taking decisions, or for solving mistakes of the target text or failures in any of the other competences.

Hurtado highlights the need of distinguishing the bilingual competence from the translation competence. The translator needs to know languages, but he or she also needs a comprehensive competence of the source language and an expression competence in the target language. For this reason, being bilingual is not the only condition to be a good translator.

Regarding the paper of the localizator, it is described by Guadec (2003: 10) as the most trained translator. In order to carry out in the best way the work related with the new times of localization of any kind of digital content, the translator should acquire a new profile of competences and skills. Guadec (2003: 10) includes seven different competences which a localizator should have so as to be good:

- To have a high knowledge of the specialised translation field: The localizator may have to face a vast variety of vocabulary from different fields, so he or she should be prepared for it.
- To have a good command of the writing: Localized products, especially websites, are where users obtain the first impression about the company, or the place, among others. For this reason, the localization has to show the best in all ways and writing is one of the most important.

- To dominate ergonomics: It is essential to know about the ergonomics of the translation and its adaptation to the space devoted to it in the digital content, and, in a more specific way, of interfaces, and of software.
- To manage the quality of the localized digital products: The localizer has to be well-prepared in terms of revision so as to obtain the best quality of the product, from the internationalisation to the globalization, going through localization and translation.
- To direct in a good way the project of localization and the project's team: It is important to have good qualities for working in a group, because as the localization of a product is usually a big assignment, it is divided among different people and it is important to collaborate and accomplish the deadlines.
- To have a high knowledge about computing: The localizer has to be very trained in computing, almost as much as computer technicians, because he or she will use CAT Tools, or any kind of computer program necessary to localize digital content.
- To use the common sense: This is considered the most important competence of the localizer. He or she will have to think if the product would be used by itself and if he or she will be attracted by that product.

In short, after the explanation of all of the translation competence and its subcompetences, we have come to the conclusion that, despite this competence is only referred to translators, it is also linked to the profile of localizers. Moreover, among this shared competence, it is clear that the instrumental competence is the most meaningful of the localizer's profile, because technologies are the base tool of its work. In addition, the competences stated by Guadec, which are mainly focused on the localizer, highlight its fundamental skills, based on the collaboration and the use of computing.

## 5 Tourist translation

In this new chapter, we are going to pay attention to the tourist translation, that is to say, its definition, its characteristics and its aim. Furthermore, we will focus on the difficulties of this kind of translation and what strategies could we use in order to solve the difficulties.

Before describing the tourist translation properly, we consider necessary to clarify different ideas in order to understand better what tourist translation is. As we mentioned before, translation is "a practical, social and cultural phenomenon, that is to say, a social action with the peculiarity that it is developed between two different and specific cultural and social contexts" (Nobs, 2006: 4). Consequently, we can state that the translator plays two different roles when translating tourist texts: cultural mediator and linguistic mediator. In addition, we will have to

know what tourism is and the World Tourism Organization (WTO) defines it as “the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” Finally, tourism is promoted by different kinds of texts and Kelly (1997: 35) points out that:

*For our purposes the tourist text is any text published by a public or private organisation of any kind intended a) to give information to any kind of visitor or b) to advertise a destination (city, hotel, restaurant, etc.) and encourage visitors to go there. This clearly covers a very wide range of text types, from brochures sent abroad to promote a particular destination itself, tourist guides available in the tourist's home country, to menus, information brochures published by authorities responsible for monuments and other places of interest as written guides to them, conference material, or police warnings regarding dos and don'ts for visitors.*

It is important to highlight that a tourist text is the result of a complex process which involves not only the culture of the promoted place, but also a marketing study and the use of different semiotic and linguistic systems.

Finally, these kinds of texts have two specific functions: to persuade and to inform. Additionally, Nobs (cited in Fuentes, 2005: 126) states that the tourist texts have a “double appellative function” due to its argumentative strategy and its emotional strategy.

## **5.1 The definition of tourist translation**

Thanks to the above-mentioned information, we can define the tourist translation as the transfer of the information included in a tourist text from one language to another taking into account, above all, the source and the target culture. These kinds of texts are special because they include a special lexicon which often needs to be described due to its cultural connotations, and because it is carefully developed due to the aims they pursue. For this reason, we want to highlight the consideration of tourist language as a specialised discourse (Durán, 2011: 32-37), as it is considered a joint element between the tourist and the place they will visit and their culture. As Durán (2011: 32) affirms, the tourist discourse has recently started to be considered as a specialised translation. This has been basically due to two main features: on the one hand, it is interdisciplinary and employs terminology from other disciplines (history and geography, among others) very frequently; and on the other hand, its level of specialisation, as target readers are usually non-specialist in any of the fields dealt in the text and there is a frequent use of terminology specific from different disciplines, which is related with the above-mentioned information. Regarding terminology, which is the distinctive of this kind of texts, Hoffman (cited in Durán, 2011: 33) proposes that the tourist specialized lexicon can be divided into three different categories:

- Specific vocabulary: The highly specialised terms (e.g. flying buttress, a term from architecture used in the tourist field).
- Common specific vocabulary: Common words which have been subjected to semantic restriction (e.g. package tour, a new compound word formed to describe a specific offer of tourism used in the tourist field)
- General vocabulary: Common words which have not been subjected to semantic restriction (e.g. hotel used in the tourist field)

Additionally, we stand up for the fact that tourist language has sets of particular lexical, syntactic, semantic, and textual features which make them different from the rest of texts and which justify its categorisation as specialised discourse.

Taking into account the studies carried out by Durán (2011: 32-37) and Martín (2011: 573-575), there are some features which are distinctive from tourist discourse:

- Terminology is the most visible feature and the vast majority of the lexicon belongs to different disciplines which characterise it:
  - The use of positive adjectives to give beauty and distinction to the text.
  - The use of superlatives and comparisons to show the promoted place as something never seen before.
  - The humour, to attract potential visitors.
  - The care of the lexical choices of keywords in order to comply with the tourist's expectations.
  - The languaging (Potter cited in Durán, 2011: 34), which refers to a technique which uses foreign and invented words in tourists texts to induce a sense of exotic feeling in the tourists.
  - The *realia*, words which do not have equivalent in the target language
  - The *Ego targeting* (Nigro cited in Martín, 2001: 575), a technique which alternates the use of you or we to make a more familiar and personalised message.
  - General lexicon with specific meaning in the tourist context.
  - Formation of new words as acronyms, initials, new compound words.
- Syntactic features are usually distinguishing from this kind of texts. Among them we can find:
  - Nominalization.
  - Passive forms.
  - Special verb tenses as imperatives, present and past participle instead of full relative clause as premodifier, present simple tense in order to make the time of holiday seem still and everlasting.



- Transformation of the verb and the relative clause into present participle.

### 5.1.1 Types of tourist texts

After this introduction about the tourist discourse, we will briefly describe the different types of tourist texts we can find when translating according to Calvi (2006: 32-55):

- Tourist guides: They are usually books which include a detailed description of a place; practical information about how to do the visit around the place or about hotels and restaurants, among others; and complementary materials such as maps.
- Tourist leaflets: They are a recompilation of the information of a place but in a reduced number of sheets which is usually free and uses persuasive language.
- Advertisements: They have linguistic peculiarities due to the shortage of descriptive elements because the aim is to persuade the potential tourist to go and to enjoy the place.
- Catalogues: They are commercial publications used to sell trips, among others, by the travel agency and include advices and information about the different promoted places.
- Articles in specialised magazines: They are descriptive texts of a place with an informative aim. Normally, these kinds of tourist texts describe a little known place or any unknown peculiarities of popular destinations.
- Trip documents such as tickets or reservations.
- Websites: They can be described as a compilation of all the above-mentioned types of tourist texts with the peculiarity of being online. Nowadays, according to the data offered by the *Ministerio de Industria, Energía y Turismo* (2014: 29-50), the Internet is the most common means of booking an organised trip or a hotel, among others, or when obtaining information about the place people want to visit. These new means of communication have provided various possibilities to develop new ways of attracting tourists (Fuentes, 2005: 62).

After discussing the different kinds of tourist texts, it can be concluded that tourist texts can be considered as a subset of advertising texts, especially leaflets, due to their functions of persuading and informing. In order to accomplish these functions, Giordana (cited in Pierni, 2007: 91) argues that the message should meet the classical requirements of the advertising discourse: AIDA – capture Attention, create Interest, increase Desire and motivate to Action. In addition, Stöckel (cited in Nobs, 2006: 64) highlights four functions of advertising texts, and therefore of tourist discourse: Attract the attention and interest, guarantee the text will be easy to understand, guarantee the acceptance and credibility, and guarantee the attraction.

### 5.1.2 The aim of the tourist texts

To continue with this setting of context about the tourist texts, we would like to focus on the purpose of these kinds of texts. It is clear that the target tourist text must maintain the same functions as the source text. As we mentioned before, the main functions of tourist texts are to persuade and to inform, and the target text must transmit the same information with the same functions. In order to do this, the translator must perfectly understand all the techniques (style or metaphors, among others) and non-linguistic elements (photos or icons) used to reach these functions and he or she must transfer them properly into the target text. Even so, Kelly (1997: 36) states that “the function of the target text should constitute the translator’s main guide in decision-making” and that “the translator should attempt to produce a target text which fulfils this function to the best of her or his ability”. However, even if the target text is well adapted, the good comprehension will vary depending of the reader and his or her experience and knowledge about what it is written. For this reason, some authors like Jänis and Priiki, Reiss and Vermeer, or Neubert (cited in Kelly, 1997: 35) proposed that the ideal solution would perhaps be to produce specific texts for each target culture. In addition, as Durán (2011: 35) states:

*Translators must keep the essence of the source text, its content, its function, its cultural references, and at the same time they must approach the translation to the target audience by making the content comprehensive, promoting the destination and making it closer to them.*

With reference to this statement, it is important to make clear that a translated tourist text must preserve the same purposes as the source text, as this will be the mean of communication between the potential visitor and the place which he or she would like to visit. For this reason, the quality of this kind of translation is essential in order to guarantee a good comprehension and communication of the message. In short, the main purpose of the tourist language is “to persuade, lure, woo, and seduce millions of human beings and, in doing so, convert them from potential into actual client’s place into a tourist destination” (Dann cited in Durán: 2011: 35).

Moreover, as we mentioned before, tourist texts can be considered as a subset of advertising texts, and, that is why another important aim of tourist texts is to build a good image of the place promoted, that is to say, a “brand” for the place. To obtain a brand of high quality, a tourist text of good quality which advertises to the potential visitor the best of the promoted place is needed, with images and a high quality text (regarding grammar, syntax and lexicon). We could say the brand not only differentiates the place, but is also the image which the potential tourist has created for itself of the place.

In short, we cannot forget that the translation of tourist texts requires very hard work and many times, the translator not only has to adapt the text to the target language, but he or she also has to rewrite a new text which is well adapted, useful and accessible to the target language

and culture. In this way, the translator tries to reach the same effect in the target language as in the source language. In addition, we cannot forget that these kinds of texts are defined by temporal parameters and can become outdated in a brief period of time. Due to this, when the text is updated, the translator will also have to update its translation.

## 5.2 Difficulties with the translation of tourist texts

In this section, we will analyse the most typical difficulties when translating tourist texts. It is important to point out that, principally, the problems we will list below occur because of the special characteristics of the tourist discourse we have described above. Pierini (2007: 99) points out that “the complexity of promotional tourist discourse is underestimated by clients and by translators: It may appear to be deceptively easy to translate with its extensive use of general language; yet, it is a specialised discourse with specific linguistic and cultural features”. Therefore, we should identify what makes this kind of discourse so complex and try to search the best strategies to solve the following complexities.

According to Kelly (1997: 38-41), together with Durán (2012: 106-111) and Martín (2011: 580), the most typical difficulties with the translation of tourist texts can be divided into:

- Assignment difficulties: sometimes the translation assignment makes the translation of the text even more difficult.
  - Poorly written texts: This kind of texts can turn out to be confusing and contain grammatical, syntactic, or style mistakes, among others. These problems cause a significant increase in the amount of work for the translator because it needs to be provided the best translation possible.
  - Lack of translation assignment: It is always important to have some instructions and guidelines so as to adapt the source tourist text (with its linguistic and non-linguistic elements) in one way or another to the target language. If there is a lack of this, the communicative equivalence will be affected.
  - Space limitations: Many times, above all in leaflets, the space for the target text is the same as for the source text and, usually, the equivalence is not 1:1. For this reason, the translator feels indebted to cut information from the translation.
- Terminological difficulties: as we mentioned before, terminology is the most characteristic aspect of the tourist discourse. For this reason, in many cases, its transfer is a difficult task. Among the terminological difficulties we can encounter:
  - Proper names of people, museums, typical dishes, traditions, or festivities, among others: The decision of translating it or not has to be taken by the translator, but he or she should choose the best option taking into account

the text function and the target readers. The translator has to keep in mind also that the tendency of translating or not these kinds of terms also depends of the target language. For example, Fisher (cited in Martín, 2011: 580) affirms that “not every place name is adaptable, nor the adapted ones are easy to be recognised.” In the case of the typical dishes or festivities, the translator tries to explain the unknown ingredients or traditions, respectively. In some cases, he or she adds a comparison with something similar in the target culture.

- *Realia*: They are terms which do not have an equivalent in the target language due to its cultural connotations. The use of them moves the tourist close to the potential destination.
  - Neologisms: The use of foreign words or new created units is a very common technique used to attract tourists and to seem interesting and exotic. The translator has to be careful in order to create units which work in the target language and reach the expectations of the target reader.
  - Retention of the source term: The translator leaves the source term so as to give the possibility of identifying in the place, the festivity, or whatever the term is about, which is described. However, this can come to misunderstandings or lack of information due to ignorance of the source term.
  - Adaptation of the system of weights and measures: It is necessary to adapt weights and measures in order to be understood by every target reader. This is mainly the case of English-speaking countries which, for example use miles instead of kilometres.
- Stylistic difficulties: Depending of the language, the style will be more or less formal, or more or less figurative, among others. In this case, when translating, the translator also has to take care also of adapting the style in order not to clash in the target language.
    - Double sense sentences: Sentences which do not work in other languages are common and give rise to a loss of sense when translating them. This difficulty is generally found in tourist advertisements which are short, direct, attractive and intriguing and which need to preserve the same function.
    - Lack of explanation of implicit information: Sometimes, readers of the source language will have presupposed knowledge. However, the translator must assume that readers of the target text will not have such

vast knowledge of this kind of information, and therefore it is necessary to explain it in more detailed way.

- Information overload: In some texts, there is too much cultural information which may not interest the tourist or may be too much information for a foreigner. For this reason, a generic formulation will be the best solution as it will transmit the information required by tourists.
- Non-introduction of culturally relevant information not included in the source text: This means that, sometimes, there is cultural information about the place which might be of interest to the target readers due to the cultural relation, usually from the past, which is not included in the source text.
- Knowledge difficulties: Due to the vast variety of topics described in these kinds of texts, many times there is a lack of knowledge about some aspects the text deals with, such as a place and its characteristics. In order to transfer the information well, a vast knowledge about the target and the source cultures is required.
  - Historical, geographical and cultural aspects: As culture and history are vast in any culture the translator faces, it is difficult to know every detail to be able to transfer it in a good way to the target language.

While on the subject, it is important to add that the vast majority of times, the tourist translations are carried out as reverse translation because, normally, translations are brought about by translators from the destination country of tourist and, thus, non-native speakers of the target language which usually provokes a lack of accuracy and naturalness in the target texts. It is true that a native speaker of the source text would perfectly understand it and, therefore, explain the cultural aspects to a foreigner in the best way. Nevertheless, as Pedersen, Machenzie or Vienne (cited in Durán, 2012: 110) affirm, it is necessary that native speakers thoroughly revise the reverse translation of the target text in order to improve the quality of the tourist translations. In connection with the tourists texts and the reverse translation, we would like to point out that it is important to check resources with the intention to acquire the necessary knowledge to elaborate a high quality translation of a tourist text. However, it is difficult to find good references in tourist translation due to its low quality in the majority of language combinations. Finally, we cannot forget what Varela (cited in Martín, 2011: 580) pointed out regarding the learning in the tourist field, especially in translation: “The elaboration of a corpus of tourist texts where a vast number of original texts with its translations can be gathered and valued its quality is a good exercise in terms of translation research.”

### 5.3 Translation strategies in the tourist translation

In order to solve the above-mentioned difficulties, translators use translation strategies. Translation strategies refer to the solutions which translators use to transfer the message from the source language to the target language in the best possible way, solving the difficulties it presents and preserving the original sense. To continue, we are going to list the most common strategies used in tourist translation following the ideas of Durán (2012: 106-111), together with Kelly (1997: 38-41) and Martín (2011: 580):

- Assignment difficulties: Regarding the translation, it is important to keep in touch and to collaborate with the client, especially when talking about the translation assignment, such as the adaptation of non-verbal messages, the size of the final product, or the method of publishing, among others.
  - Poorly written texts: The best solution is to come to an agreement with the client in order to obtain a correct text and, from that text, carry out the translation. In this way, the text will be of better quality and the translation will also be of good quality.
  - Lack of the translation assignment: The translator must ask the client for some guidelines so as to have an idea of what the client wants to achieve with the translation.
  - Space limitations: The translator must adapt the translation to the space and for this reason, he or she must be careful with what is deleted and what is kept.
- Terminological difficulties: There are many strategies in order to obtain the best solution to this kind of difficulties.
  - Proper names: It is essential to study the conventions used in the target language for introducing the proper names, the place names, the geographical accidents, or the flora and fauna names, among others, in the target language and follow them.
  - *Realia*: This difficulty is one of the hardest to face. It is commonly solved by leaving the term in the source language and using one of these two strategies: The first is to briefly explain the reality to which the term refers and the second to omit the explanation because the term is assimilated in the target language. In this way, the possible misunderstandings are avoided and the source term gives an exotic hint to the target text.
  - Neologisms: The translator has to be very careful with this kind of difficulty. There are two possible strategies: One is to leave the source term if it is written in the target language, or the other one is to create a

new term which comes to terms with the reality and describes it as the source term does.

- Retention of the source term: As the reader requires more information than the offered one, the most commonly used strategies are to add a description or to create a neologism which includes the information we already have and any other information needed.
- Adaptation of the systems of weights and measures: Translators must always convert the systems of weights and measures to the target language, unless the translation assignment specifies the contrary.
- Stylistic difficulties:
  - Double sense sentences: In this case, the most common solutions are the omission of one of the senses, the sense compensation, or the change of slogan trying to maintain the senses. Applying one strategy or another always depends on the translation assignment.
  - Lack of explanation of implicit information: The translator must not take any implicit information included in the source text for granted and he or she must make it explicit in the target text in order to leave no doubt to the target reader.
  - Information overload: It is important to think about the knowledge the target reader may have. Taking this into account, there are two possible strategies to follow: The first is the omission of the information which may be not interesting for the target reader, and the second is the generalisation of the information. Thanks to the second strategy, the information will not be lost but will be understood by the target reader. The election of one strategy or another will be based on the translation assignment.
  - Non-introduction of culturally relevant information not included in the source text: The translator, thanks to its knowledge and the previous documentation to the translation of the text, has to know if there is information which might be of interest for the target readers, such as past cultural events. In this case, he or she must use the addition strategy and include this extra information because it might awake more interest to the target readers, which might encourage more visits.
- Knowledge difficulties: The best way of acquiring a vast knowledge of a culture is immersing yourself in it by living in the country or by reading a lot about it.
  - Historical, geographical and cultural aspects: This problem can be solved if encyclopaedias, guides and parallel texts are checked.

## 5.4 Quality in tourist translations and how to assess it

The high quality in tourist translations is always very important. Nevertheless, as Durán (2008: 1-5, 2011: 45) states, we can assure that the majority of tourist texts we can find translated are of poor quality. This is because these kinds of texts are not treated with the importance they deserve and they are usually translated quickly, by unprofessional translators, and with a low budget, which diverts to a poor quality of the translated texts.

As we mentioned in the section 5.1., tourist texts can be considered as part of the advertising texts and, therefore, they assume their functions and characteristics. For this reason, the good quality of the translation is still more important in order to attract the tourist to visit the promoted places or taste the promoted dishes, among others.

To continue, after an analysis of various authors who deal with the quality of translations (cited in Nobs 2006: 58-59), together with the ideas stated by Pierni (2007: 90-92), we have come to the conclusion we can apply seven parameters to assess the quality of a translation:

- Practical adequacy: This refers to the functionality of the target texts regarding the translation assignments and the expectations of the target readers. For example, if the provided information is useful and understandable for the target reader, or if there is harmony between the verbal and non-verbal content, among others.
- Clarity in the content exposition: This is regarding whether or not the target text is understandable for the target readers and all the content is clearly shown.
- Stylistic adequacy: This means that the style has to be appropriate to the target culture and has to try to avoid the elements which may seem strange for the target readers.
- Identical equivalence from the source text to the target text: This refers to the truthfulness of the transferred information and if all the content has been translated. In this case, it has to be taken into account that, sometimes, information, above all cultural, has to be avoided or added in order to maintain the comprehension of message by the target reader.
- Grammatical and semantic correctness: It means that the target text must be grammatically correct, with a careful choice of terminology. This way, target readers will feel the text is written directly for them.
- Good adaptation of the non-verbal content: This is regarding the attractive adaptation of that kind of content. It is essential to maintain the harmony between the verbal content and the non-verbal content in order to prevent the reader from getting confused.



- Professional work: This refers to the good intervention of the translator by keeping within the translation assignment and by accomplishing the expectations of the client.

These seven parameters are applicable to any kind of translation, but we have considered that they are really appropriate to be applicable to the tourist texts. Thanks to these parameters, we will obtain the best quality of translation and we will offer the readers the best. As Schmitt (cited in Nobs, 2006: 21) states, a successful translation is the one which the target readers perfectly understand and the one which seems to be originally written in the target language. If the translator reaches that, it can be assured that the translation has high quality.

In conclusion, we would like to point out the definition of translation quality offered by Pierni (2007: 92): “the target text shows good quality when it is a native-like text, well-written according to the genre style and web writing style, achieves the intended effect and does not exhibit unintended side effects.” This good quality will be achieved with a good and professional work, that is to say, applying all the competences and knowledge the translator has in the best way.

## **6 Analysis of the tourist webpage of tourism from Spain**

### **6.1 Introduction**

After having studied the theoretical basis of localization and tourist texts, we are going to carry out a practical study of the localization of the tourist webpage of Spain into the International English (hereinafter referred to simply as English) version, which is our language of work. In order to do so, we will take into account the elements cited in the section 3.5, which are the possible elements for localization. Furthermore, the characteristic elements of tourist discourse we have described along section 5.

This site we are going to analyse was initially written in International Spanish (hereinafter referred to simply as Spanish), but, nowadays, it has been localized to various languages. We will focus the attention in the International English version because is one of the languages we work with. Despite there are also British English and American English version, we decided to choose the International one because, in this way, we will analyse the most neutral English and because, after skimming then, there we not many differences among the three versions.

Finally, the main purpose of this analysis is checking the quality of the localization due to the importance and impact this website has on its readers.

## 6.2 Website's description

The website we are going to analyse is the Spanish Tourist website (<http://www.spain.info/es/>) and its translation to International English (<http://www.spain.info/en/>).

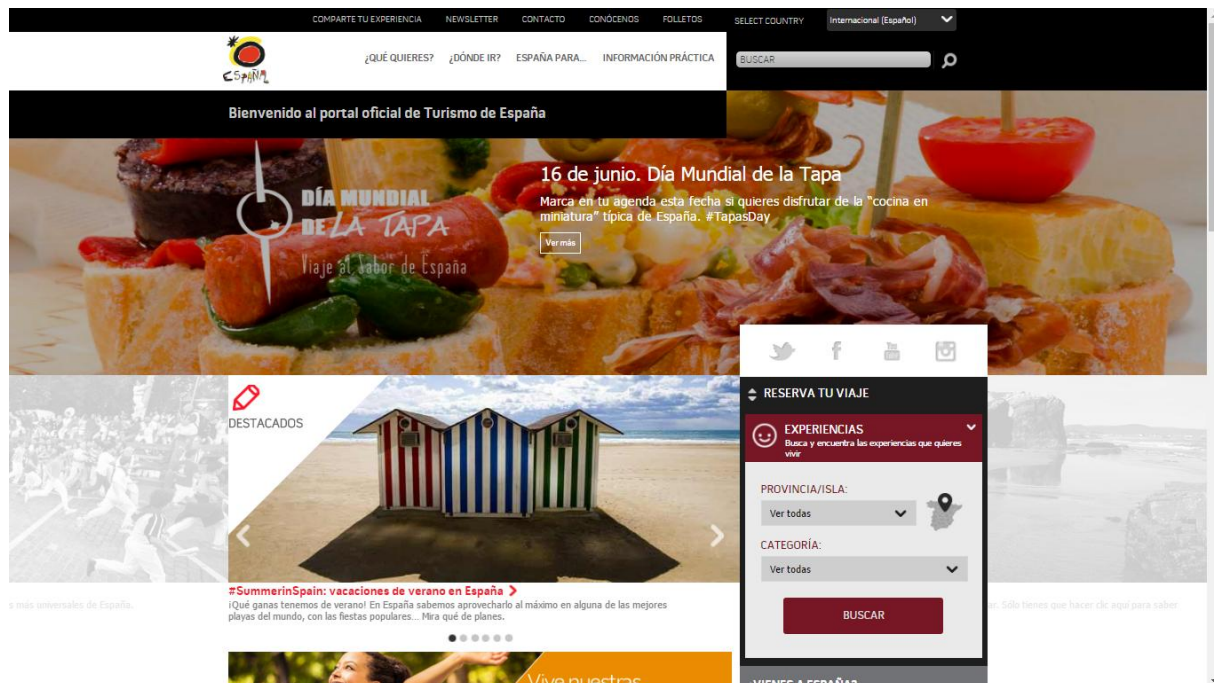


Image 1. Main interface of the Official Spanish Website of Tourism

This website is the Official Website of Tourism of Spain and it is managed by the *Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A. (SEGITTUR)*. The main purpose of the website is to promote Spain and all its tourist attractions from festivities to monuments and, in this way, to attract as many tourists as possible. Thanks to this webpage, it is intended to reach potential visitors from any corner of the globe. For this reason, it is localized to 31 cultures; among them we can find international languages such as French, German, or English; or specific varieties of a language, such as Spanish from Spain and from México.

The webpage has a very simple structure in sections (see Image 1). In its upper part, there are five buttons which lead the user to different tabs and pull-down menus in which the user can choose the desired language to read all the information. In them, the most useful information about Spain, from legal information to tips through tourist's attractions, is located and thanks to them, the user can browse along the whole website. The most recent information, that is to say, the festivities or offers (beaches, gastronomy, ...) which are appropriate to the time, is exhibited in the centre of the website. In the right side, the user can find some widgets to book hotels, flights, and so on; to be informed about the weather; to download the best applications; and to find easily

the most useful information. Finally, a search engine and all the legal information about the website can be found out in the bottom part.

### **6.3 Analysis of the elements which possibly have been localized**

In this section, we are going to carry out a basic and simple analysis of the localization of the International English version of the Spanish tourist website. To this end, we will use the elements described in the section 3.5. which are based on the ideas of Webb and Esselink. In order to make the analysis easier and more visible, we will complete the explanations with screenshots, directly obtain from the original websites.

- Language and content: Regarding language, the translation will be analysed in the following section, but the content we will studied it now. First of all, we find that the symbol of the trademark of Spain has been maintained. The main reason for maintaining the symbol is that represents Spain and, as you see it, it immediately brings to your mind its sunny beaches, or its heritage of art, among others. This logo, a sun, was designed by Joan Miró for the promotion of tourism in Spain in 1983 and it is considered worldwide as one of most representative logos of a country. In addition, regarding structure, we can consult the same sections in the Spanish and the English version. To continue, we appreciate in image 3 the carrousel in the main interface of the website and, as we can see, both are in the first slide and they are different. The reason is that the attractions for the English tourists are usually different from the ones that search the local people, and they have to be offered and described in a different way. At first sight, these are the most significant details of content. Nevertheless, while we continue the localization's analysis, we will pay the attention to more possible changes of content.



Image 2. Pull-down menu of the main interface of the Spanish website

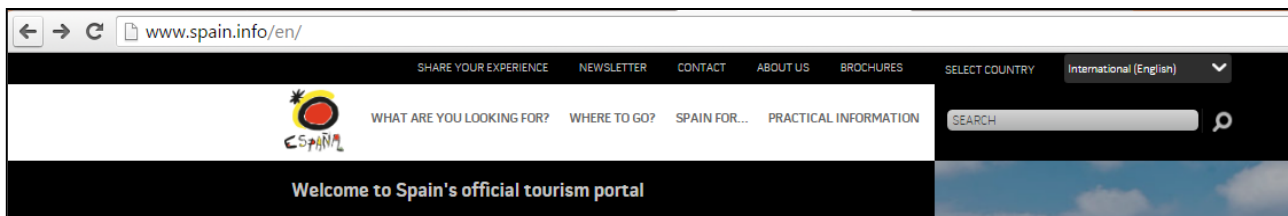


Image 3. Pull-down menu of the main interface of the English website



Image 4. Carrousel of the main interface of the Spanish website



Image 5. Carrousel of the main interface of the English website

- Overall design and usability: Firstly, the design of the website has been faithfully maintained as in the original version. In addition, the tabs were internationalised since the beginning to not causing problems of space when localizing the webpage to any language, in this case English, and introducing the translation. Moreover, English is written in the same direction as in Spanish, from the left to the right, so no changes were needed in this issue. Nevertheless, Spanish texts are usually longer than English ones; so, in some cases, we will see that the same information is shorter in the target text in English.



Image 6. One of the pull-down menus of the main interface of the Spanish website

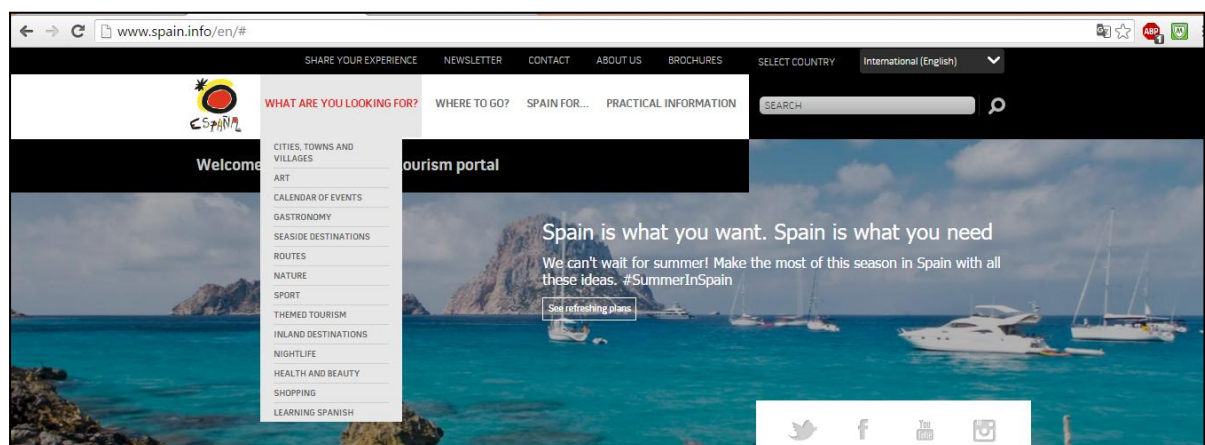


Image 7. One of the pull-down menus of the main interface of the English website



- Characters coding: After analysing the coding of the both websites from the browsers, in the following screenshots we will appreciate that the Spanish website as well as the English one have been configured with the UTF-8 system of coding, where the Unicode system is included.

```

▼ <head>
  <script type="text/javascript" async src="https://mc.vandex.ru/metrika/
  watch.js"></script>
  <script async src="//www.google-analytics.com/analytics.js"></script>
  <script type="text/javascript" async src="http://www.google-analytics.com/
  analytics.js"></script>
  <script async src="//connect.facebook.net/en_US/fbds.js"></script>
  <script id="facebook-jssdk" src="//connect.facebook.net/es_ES/
  all.js#xfbml=1&appId=435706789795019"></script>
  <script async src="//www.googletagmanager.com/gtm.js?id=GTM-WX6JDW"></script>
  <script type="text/javascript">
    var color = '';
    var idCombo = '';
  </script>
  <meta charset="utf-8">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <title>Turismo de España | Información turística de España. | spain.info
  España</title>

```

Image 8. Metadata from the Spanish website where the use of Unicode (utf-8) is observed

```

▼ <head>
  <script type="text/javascript" async src="https://mc.vandex.ru/metrika/
  watch.js"></script>
  <script async src="//connect.facebook.net/en_US/fbds.js"></script>
  <script async src="//www.google-analytics.com/analytics.js"></script>
  <script type="text/javascript" async src="http://www.google-analytics.com/
  analytics.js"></script>
  <script id="facebook-jssdk" src="//connect.facebook.net/en_US/
  all.js#xfbml=1&appId=435706789795019"></script>
  <script async src="//www.googletagmanager.com/gtm.js?id=GTM-WX6JDW"></script>
  <script type="text/javascript">
    var color = '';
    var idCombo = '';
  </script>
  <meta charset="utf-8">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <title>Holiday in Spain | Tourism in Spain. | spain.info in english</title>

```

Image 9. Metadata from the English website where the use of Unicode (utf-8) is observed

- Currency formats: Regarding the currency formats, we have appreciate that there have been changes: in Spanish, the name of the currency is written in letter and after the number and in English is written with the symbol (€) and just before the number. Nevertheless, prices are not adapted to the dollar or the pound because they are showing the prices from Spain and because the translator is dealing with international English and it has not a specific currency to which adapt it.

Un billete sencillo de metro o autobús cuesta en torno a 1,50-2 euros.  
 Una cerveza puede variar entre 2 y 6 euros en un local de moda.  
 Una entrada de cine cuesta entre 5 y 9 euros.  
 Una entrada de teatro vale entre 12 y 30 euros.  
 Una entrada de ópera o concierto puede oscilar entre 50 y 100 euros.

Image 10. Sample of the use of the currency formats in the Spanish website

A single metro (underground) or bus ticket costs around €1.50-2.  
 A beer may cost between €2 and €6 in a fashionable venue.  
 A cinema ticket costs between €5 and €9.  
 A theatre ticket costs between €12 and €30.  
 A ticket to the opera or a concert could cost between €50 and €100.

Image 11. Sample of the use of the currency formats in the English website

- Time and date formats: Regarding date formats, we have observed that the order varies between Spanish and English but the separating symbol is the same. In Spanish the order is date/month/year and in English, month/date/year. Regarding time formats, we have noticed that there have also been adaptations some adaptation with reference to specific hours, as midday or midnight could be.



Image 12. Sample of the date format used in the Spanish website



Image 13. Sample of the date format used in the English website

San Fermín comienza el 6 de julio, a las 12 de la mañana. A esa hora se lanza desde el balcón del Ayuntamiento el chupinazo, el cohete que indica el inicio oficial de las fiestas, provocando el estallido de júbilo de la muchedumbre reunida en la plaza. El primer encierro se celebra al día siguiente: a las 8 en punto de la mañana se abren las puertas del corral de Santo Domingo y cientos de personas corren delante de los toros siguiendo el trayecto por el casco antiguo que los lleva hasta la plaza de toros.

Image 14. Sample of the time format used in the Spanish website

San Fermín starts 6 July at midday. At that moment the *chupinazo* is launched from the balcony of the town hall. It is a rocket that marks the official start of the fiesta, causing an outburst of joy amidst the crowd gathered in the square. The first running of the bulls is held the following day: at 8am sharp the doors of the Santo Domingo corral are opened, and hundreds of people run in front of the bulls on their route through the old town to the bullring.

Image 15. Sample of the time format used in the English website

- **Measurements units:** In the case of the translation from International Spanish to International English, it is not necessary the conversion of the measurement units, they both use the metrical system.

Además, cada año, en verano, el último sábado de julio se representan en las propias ruinas de Numancia distintos episodios de aquella guerra entre romanos y numantinos. La obra de teatro muestra también, con gran realismo, diferentes aspectos de la vida en aquella ciudad. En cualquier caso, no dudes en preguntar en la **oficina de turismo** de Soria, donde podrás recabar más información. Aprovecha para conocer la capital soriana, donde te espera un importante legado cultural e histórico, procedente en gran parte de la Edad Media. También te recomendamos una excursión al **Parque Natural del Cañón del Río Lobos**, envuelto en inmensos bosques de pinares, a apenas 60 kilómetros de Soria. Y es que esta provincia te ofrece muchas posibilidades. Deportes de aventura, senderismo, excursiones, caza, pesca, arte... Sólo tienes que elegir la propuesta que más se ajuste a tus expectativas.

Image 16. Sample of the measurement units used in the Spanish website

Furthermore, every summer, on the last Saturday in July, different episodes from the war between Romans and Numancians are re-enacted in the very ruins of the city. This dramatic representation also recreates different aspects of life in ancient Numancia with a great deal of realism. In any case, be sure to ask at the **tourist office** in Soria, where you will receive more information. While you are there, get to know the city of Soria. It has rich cultural heritage, dating mainly from the Middle Ages. We would also recommend an outing to the **Cañón del Río Lobos Nature Reserve**, covered in immense pine forests, and barely 60 kilometres from Soria. The province of Soria offers a host of possibilities. Adventure sports, hiking, outings, hunting, fishing, art... You just have to choose the option that best suits your tastes.

Image 17. Sample of the measurement units used in the English website



- Addresses formats: The most popular convention in the translation from Spanish to English is to leave the name in Spanish and translate the generic (street, square, ...). Nevertheless, this convention is not always followed. In images 18 and 19, the two cases can be appreciated. In addition, the name of the country of destiny in case of complete addresses is also translated into English.

La Málaga histórica ofrece innumerables lugares y rincones típicos. Así, puede admirarse la fachada del **Ayuntamiento**, de principios del siglo XX, o bien la **plaza de la Merced**, presidida por el Monumento a Torrijos y donde queda emplazada la casa natal del célebre pintor **Pablo Ruiz Picasso**. El recorrido por el casco antiguo ha de pasar por el concurrido **Pasaje de Chinitas**, la calle Granada, con el **Museo de Bellas Artes**, o la calle Larios, principal arteria del casco antiguo.

Image 18. Sample of the address format used in the Spanish website

Historic Malaga offers a whole host of typical sites and corners. These include the façade of the **Town Hall**, dating from the early 20th century, and the **Plaza de la Merced** square, presided by the monument to Torrijos and the site of the house in which the famous painter **Pablo Ruiz Picasso** was born. A walk around the old quarter has to include the busy streets of **Pasaje de Chinitas** and Calle Granada, the site of the **Museum of Fine Arts**, and the **Calle Larios**, the main thoroughfare in the historic centre.

Image 19. Sample of the address format used in the English website

- Proper name formats: Regarding proper names of people, in the case of the screenshot, are names of painters and their works, we observe two different techniques, translating the name or not, depending on how much are they known in English and if they have a coined name. Regarding the name of churches or museums, they usually use the same convention as addresses, changing only the generic and leaving the proper name.

Por la calidad y la variedad de sus fondos, el Museo del Prado es uno de los más ricos del mundo. Reúne la mejor colección de pintura española, las obras más importantes de la pintura flamenca e italiana, y notables ejemplos de la escuela alemana, francesa e inglesa. En sus salas se pueden admirar grandes obras maestras del arte universal como *Las Meninas* de Velázquez, *las Majas* de Goya, *El Caballero de la mano en el pecho* de El Greco, *El Jardín de las Delicias* de El Bosco o *Las Tres Gracias* de Rubens, entre otros muchos cuadros de incalculable valor. Aunque el museo se creó para albergar pintura y escultura, también posee importantes colecciones de dibujos, grabados, monedas y medallas, y piezas de artes suntuarias y decorativas.

La superficie del museo aumenta más de un 50 por ciento en 2007 con la ampliación diseñada por el arquitecto español Rafael Moneo. El nuevo espacio incluye cuatro salas para exposiciones temporales, el claustro restaurado de la **iglesia de los Jerónimos**, un gran vestíbulo de recepción para visitantes, un auditorio con capacidad para 438 personas, así como diferentes instalaciones para el depósito y la restauración de obras de arte. En el exterior, llaman la atención las monumentales puertas de bronce de Cristina Iglesias y el jardín de boj de la Toscana.

Image 20. Sample of the address format used in the Spanish website

The quality and variety of its collection makes the Prado one of the world's best-endowed museums. It combines a first-class collection of Spanish painting, the most important works of the Flemish and Italian schools, and various fine examples of the German, French and English schools. It is home to numerous masterpieces of universal art such as *Las Meninas* by Velázquez, the two *Majas* by Goya, *Nobleman with his hand on his chest* by El Greco, the *Garden of Delights* by Bosch, and *The Three Graces* by Rubens, among other priceless pieces. Although the museum was created to house primarily works of painting and sculpture, it also contains major collections of drawings, engravings, coins and medals, as well as items of clothing and decorative art.

The museum's exhibition area was increased by more than 50% in 2007 with the extension designed by the Spanish architect Rafael Moneo. The new area includes four rooms for temporary exhibitions, the restored cloister of the **church of Los Jerónimos**, a large entrance hall, an auditorium seating 438 people, as well as various storage facilities and workshops for the restoration of artworks. Elements worth noting on the exterior include the impressive bronze doors by Cristina Iglesias and the Tuscan box gardens.

Image 21. Sample of the address format used in the Spanish website

- Telephone number formats: In order to leave no room for doubt, it will be convenient to add the prefix of the country from where the telephone is placed.



Image 22. Sample of the telephone format used in the Spanish website



Image 23. Sample of the telephone format used in the English website

- Images, videos and sounds: We have appreciated that, in most cases, when there is a video or a sound it is changed the link by one in the target language, either with the audio in the target language or simply with the audio in the source language and the subtitles in the target language. In addition, regarding images, we have observed no changes in the English localized version. Nevertheless, when images contain text, this text is usually localized as we can appreciate later.



Image 24. Sample of a video in Spanish version used in the Spanish website



Image 25. Sample of a video in English version used in the English website



Image 26. Sample of an image used in the English website



Image 27. Sample of an image used in the Spanish website

- **Numeric formats:** Regarding numbers, we have observed that; on the one hand, regarding centuries, in Spanish are written in Roman numerals and in English, in cardinal numbers. On the other hand, we have appreciated that the rest of the numbers don't change, only in the case the comma of the thousands or the decimals has to be substituted by full stop.

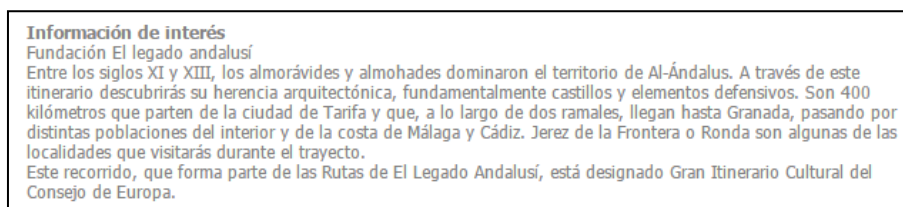


Image 28. Sample of the numeric formats used in the Spanish website

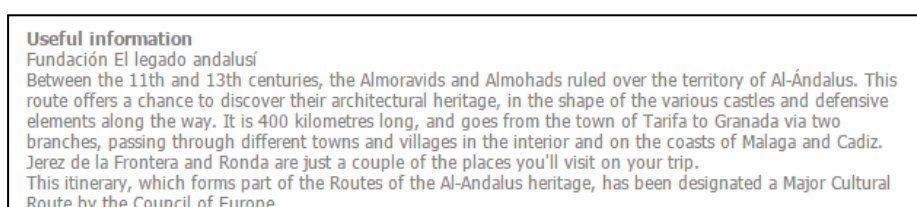


Image 29. Sample of the numeric formats used in the English website

- **Colour conventions:** The website has not changed the colours. The colours used lack any specific connotation neither in the source language, nor in the target language.
- **Iconic conventions:** Probably, thanks to a good internationalisation of the webpage, changes in the icons and symbols have been unnecessary. In this case, the coins represent in either cultures money; or the cross, health and safety. To link the Official Website of Tourism of Spain with the official tourist profiles in the social networks (Facebook, Twitter, Instagram or Youtube), the official symbols of each social network are used, which are the same in every country:

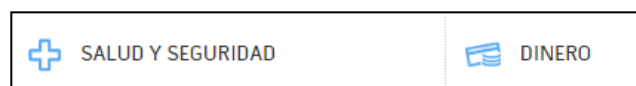


Image 30. Sample of the symbols used in the Spanish website

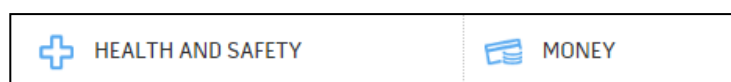


Image 31. Sample of the symbols used in the English website



Image 32. Sample of the symbols for social networks used in the Spanish as well as in the English website

- Legal conventions: At the bottom of the website, there are two interesting sections regarding the legal conventions: legal notice and conditions of use of the information. The first one informs about the use conditions of the digital content and warns about the copyright. The second one deals also with the conditions of use of the digital content, and, in addition, it is about the intellectual and industrial property, about the rights which the user grants to TURESPAÑA, about the obligations of the user for the correct use of all the content from the webpage, and about the legislation which will be used in case of illegal use of the content. The text has been translated accurately from Spanish to English in order to leave no doubt.

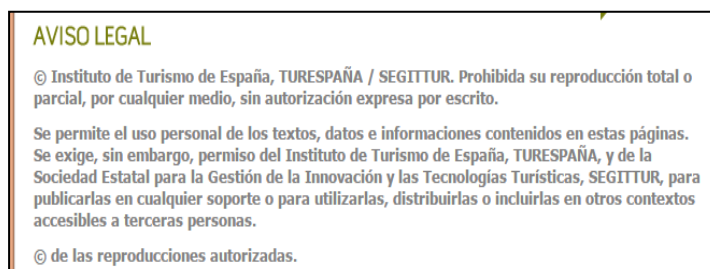


Image 33. Legal notice from the Spanish website

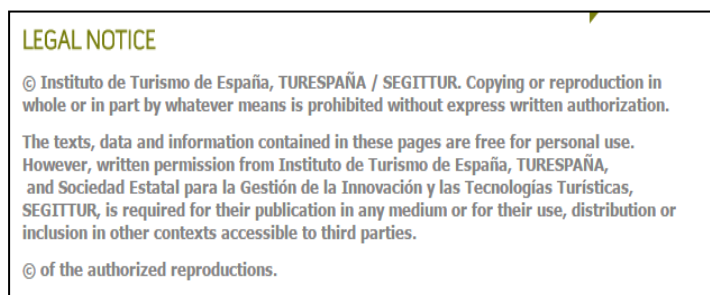


Image 34. Legal notice from the English website

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Image 36. Extract of the conditions of use of the information from the English website

- Telecommunications infrastructure: The Official Website of Tourism of Spain includes a vast quantity of images and digital content, which have been maintained in the target version. However, we imagine that there will be no

Image 35. Extract of the conditions of use of the information from the Spanish website

problem with the internet connection when accessing to the localized website as the English-speaking countries are part of the developed countries and pioneers in the technology sector.

- Translation of hidden information: We observe that the hidden information of the Official Website of Tourism of Spain has been perfectly localized to the target language. In this way, the target website will also be found quickly in the target language because it will acquire a good SEO position in browsers configured in English.



```

<title>Turismo de España | Información turística de España. | spain.info España</title>

<meta property="fb:app_id" content="435706789795019"/>
<meta property="og:title" content="Turismo de España | Información turística de España. | spain.info España"/>
<meta property="og:type" content="website"/>
<meta property="og:url" content="http://www.spain.info/es"/>
<meta property="og:image" content="http://www.spain.info/export/sites/spaininfo/comun/logo_spain.gif"/>
<meta property="og:site_name" content="Spain.info"/>
<meta property="og:description" content=""/>

<meta name="twitter:card" content="summary"/>
<meta name="twitter:site" content="@spain"/>
<meta name="twitter:description" content="Información turística de España en spain.info en español. Turismo de España, hoteles de España, arte y cultura de España, museos de España, monumentos de España, playas de España, ciudades de España, fiestas de España, grandes rutas de España, gastronomía española, espacios naturales de España, balnearios de España. | spain.info España"/>
<meta name="twitter:title" content="Turismo de España | Información turística de España. | spain.info España"/>
<meta name="twitter:image" content="http://www.spain.info/export/sites/spaininfo/comun/logo_spain.gif"/>

<meta name="description" content="Información turística de España en spain.info en español. Turismo de España, hoteles de España, arte y cultura de España, museos de España, monumentos de España, playas de España, ciudades de España, fiestas de España, grandes rutas de España, gastronomía española, espacios naturales de España, balnearios de España. | spain.info España"/>

<meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>

```

Image 37. Meta data from the Spanish website

```

<title>Holiday in Spain | Tourism in Spain. | spain.info in english</title>

<meta property="fb:app_id" content="435706789795019"/>
<meta property="og:title" content="Holiday in Spain | Tourism in Spain. | spain.info in english"/>
<meta property="og:type" content="website"/>
<meta property="og:url" content="http://www.spain.info/en"/>
<meta property="og:image" content="http://www.spain.info/export/sites/spaininfo/comun/logo_spain.gif"/>
<meta property="og:site_name" content="Spain.info"/>
<meta property="og:description" content=""/>

<meta name="twitter:card" content="summary"/>
<meta name="twitter:site" content="@spain"/>
<meta name="twitter:description" content="Information on Spain on the official website for tourism in Spain in english. Information on sightseeing in Spain, accommodation in Spain, festivals in Spain, nature in Spain, hotels in Spain. Information for your holiday in Spain. Tourism in Spain. Travel Information Guide Spain. | spain.info in english"/>
<meta name="twitter:title" content="Holiday in Spain | Tourism in Spain. | spain.info in english"/>
<meta name="twitter:image" content="http://www.spain.info/export/sites/spaininfo/comun/logo_spain.gif"/>

<meta name="description" content="Information on Spain on the official website for tourism in Spain in english. Information on sightseeing in Spain, accommodation in Spain, festivals in Spain, nature in Spain, hotels in Spain. Information for your holiday in Spain. Tourism in Spain. Travel Information Guide Spain. | spain.info in english"/>

<meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>

```

Image 38. Meta data from the English website

## 6.4 Analysis of the translation from Spanish to English

In the following analysis, we will use texts extracted from the Official Website of Tourism of Spain in International Spanish and International English. Among them, we have chosen texts about gastronomy, festivities, architecture and routes because they are the most representative aspects about the Spanish culture. Moreover, in these texts we will find Spanish cultural connotations which are interesting for studying them and for analysing how the transfer into the target language has been solved.

To continue, we will choose different paragraphs of the above-mentioned texts to detect the possible difficulties, to study the strategies used when translating into English and, then, to analyse the quality of the translation. In attachments, the complete texts are available, so as to have the context of the paragraphs extracted.

Before the analysis, we will like to point out how it is going to be carried out. With reference to the detection of the possible difficulties and the strategies used to translate them, we will follow what we pointed out in sections 5.2. and 5.3. Regarding the analysis of the quality, we will use the parameters listed in section 5.4. With regard to the quality parameter 'professional work', which refers to the good intervention of the translator by keeping within the translation assignment and by accomplishing the expectations of the client, we will analyse it at the end after the whole analysis of the different extracts in order to give a more precise idea. Additionally, regarding the 'good adaptation of non-verbal content' parameter, we will only analyse it if the non-verbal content is very bound to the verbal content because, in this cases, its adaptation would determine the meaning the target user appreciates. A bad adaptation of this content can change the whole meaning of the verbal content. Additionally, we will only offer an alternative translation for the extract if we consider it has very poor quality.

The analysis will be carried out in sections divided by themes.

#### 6.4.1 Slogan

The next slogan is the one we find in the main interface to introduce Spain to the users of the website.



Image 39. Slogan in the main interface of the Spanish website

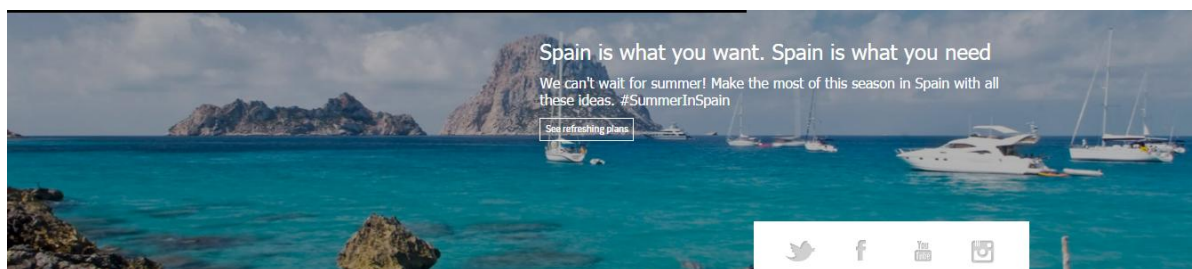


Image 40. Slogan in the main interface of the English website



SPANISH VERSION	ENGLISH VERSION
<i>España es lo que quieres. España es lo que necesitas.</i>	Spain is what you want. Spain is what you need.
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>The most significant difficulty we can appreciate here is to maintain the same intention as the source language. This desire should have been pointed out in the translation assignment.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>The intention could be maintained with a literal translation, as the message is simple and direct.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>Practical adequacy: The slogan works in the English culture.</li> <li>Clarity in the content exposition: It is clearly shown and it is written in the main interface with a good presentation, which also helps to the comprehension.</li> <li>Stylistic adequacy: The style of the slogan is appropriate for the target culture.</li> <li>Identical equivalence from the source text to the target text: The target text provides the target reader the same message as the source text.</li> <li>Grammatical and semantic correctness: The target slogan is correct in all aspects.</li> <li>Good adaptation of the non-verbal content: In this case, as it is a slogan, the non-verbal content is also important. The image used as background of the slogan has been maintained, as we can see in the image 1, and it perfectly reflects the message of the slogan, the sea and the relax which Spain offers.</li> </ul>	

#### 6.4.2 Gastronomy

Firstly, we will analyse adaptation of the recipe for the Spanish paella. In this case, we will use a little extract for the analysis of the difficulties, but we will analyse the quality of the complete recipe, which can be found in Annexes 1 and 2.

SPANISH VERSION	ENGLISH VERSION
Otra variedad es la paella mixta, que se puede servir con ingredientes como mejillones, gambas, langostinos, cigalas o calamares.	Another variety is the mixed paella, which may be made with ingredients such as mussels, shrimps, prawns, Dublin Bay prawns and squid.

<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• <i>Realia</i>: The proper name of the dish (paella).</li> <li>• Terminology: The names of the ingredients.</li> </ul>
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• In this case, the <i>realia Paella</i> should be kept as it is known worldwide and this dish is always associated to Spain.</li> <li>• The ingredients should be literally translated, in order to obtain the same dish. Nevertheless, some ingredients could be difficult to find in the English culture and it would be necessary a brief explanation or an addition of an alternative.</li> </ul>
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The target text is adequate, considering that the target user could prepare the paella with this recipe and obtain a good result, despite the cultural differences in gastronomy.</li> <li>• Clarity in the content exposition: The ingredients and the elaboration are clearly explained.</li> <li>• Stylistic adequacy: The style is simple but effective.</li> <li>• Identical equivalence from the source text to the target text: It is transferred in a literal way, except a cultural adaptation of some seafood, we would mention in the following point which will help the target reader to find in an easier way all the ingredients.</li> <li>• Grammatical and semantic correctness: The recipe is grammatically correct. It should be noted that the Spanish version of the recipe uses the reflexive passive and the English one, the imperative. Regarding, the terminology is generally adequate. We would like to point out that <i>cigalas</i> has been culturally adapted to a specific variety of prawns more common in the English culture similar to the Spanish ones. It is also remarkable that the English culture does not make much distinction when talking about these kinds of seafood and uses shrimp or prawn interchangeably for <i>gambas</i> and <i>langostinos</i>, as we have checked in various dictionaries like the Collins or the Oxford, and in some parallel texts about English gastronomy.</li> </ul>

Then, we will continue with an extract about the cuisine of Andalusia (see complete texts in Annexes 3 and 4).

SPANISH VERSION	ENGLISH VERSION
<p>La repostería andaluza tiene reminiscencias árabes que se hacen patentes en el uso de la almendra y la miel. Los conventos han conservado la tradición y ofrecen yemas de San Leandro, buñuelos de San Benito, piononos de Santa Fe, dulces de calabaza, hojaldres de cabello de angel, toronjas confitadas, frutas en almíbar, verdugados, maimones, pestiños, etc.</p>	<p>The usage of almonds and honey in Andalusian confectionery is reminiscent of the Moor occupation. Convents have conserved these traditions and offer “yemas de San Leandro” (an egg yolk cake), “buñuelos de San Benito” (fritters), “piononos de Santa Fe” (rolled sponge cake), pumpkin sweet cakes, “hojaldres de cabello de angel” (pastries fried with pumpkin puree), crystallised grapefruit, fruit in syrup, “verdugados”, “maimones” (sponge cakes), “pestiños” (honey coated pastries), etc.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• <i>Realia</i>: The translation of the names of the cakes.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• As those names are typical from the Andalusian culture, they do not have an equivalent. For this reason, the best option of translation is leaving the name of the cake and adding a description of it.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: It is practically adequate for the target reader, because the translator has decided to choose the best strategy to solve the problem of the cake names, the one we mentioned in the section of strategies. Nevertheless, we should point out that, when talking about <i>verdugados</i> has omitted the description and it can be problematic by the fact that the target reader cannot identify in no way the idea of this cake.</li> <li>• Clarity in the content exposition: Thanks to the explanations, the content is clear and the target reader can imagine how the cakes are, except for the <i>verdugados</i> cake.</li> <li>• Stylistic adequacy: We have to remark that the translation of <i>reminiscencias árabes</i> for reminiscent of Moor occupation gives the target text a pejorative connotation, due to the noun ‘Moor’ and its offensive connotation, which the source text does not have. In addition, ‘Moor’ is not an adjective but a noun and not an adjective, as it should be due to its equivalence with <i>árabe</i> as adjective. Apart from that, the style is correct.</li> <li>• Identical equivalence from the source text to the target text: This extract has the peculiarity of the names of the cakes, which has been perfectly solved with the explanations. Nevertheless, the first idea about the origin of the Andalusian confectionery remains wrongly transferred to English, due to the connotations included.</li> <li>• Grammatical and semantic correctness: Grammar is correct and, avoiding the wrong election of terminology when talking about the Arab heritage in Andalusia, the terms chosen are also correct.</li> </ul>	

To continue, we will analyse two extracts (see complete texts in Annexes 5 and 6), in this case, about the cuisine of Castilla y León.

SPANISH VERSION	ENGLISH VERSION
<p><b>COCINA DE CASTILLA Y LEÓN</b>  Castilla y León es la mayor de las comunidades autónomas españolas. Está formada por nueve provincias que comparten gustos y sabores, pero que conservan su propia personalidad. Una personalidad de enorme riqueza histórica y artística que, gastronómicamente, se incluye, junto con Extremadura y Castilla-La Mancha, en la “España del Asado”. Sin duda, la faceta más conocida de la comida de Castilla y León es la de los asados de cochinillos y corderos.</p>	<p><b>THE CUISINE OF CASTILE-LEON</b>  Castilla-Leon is the largest Spanish Autonomous Regions. It is comprised of nine provinces which share flavours and tastes but conserve their own traditions. Traditions of huge historical and artistic richness which are gastronomically reflected, together with Extremadura and Castilla la Mancha, in its nickname “España del Asado” (Spain of the Roast). Without a doubt, Catilla-Leon is best known for its roast suckling pig and lamb. Without a doubt, Catilla-Leon is best known for its roast suckling pig and lamb.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Neologism: The adaptation of the nickname “España del Asado”.</li> <li>• <i>Realia</i>: The translation of the names of the autonomous regions.</li> <li>• Terminology: The names of the dished which are roasted: <i>cochinillo</i> and <i>cordero</i>.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• The nickname should be left in Spanish and it should be accompanied by an explanation between brackets.</li> <li>• Regarding the names of the autonomous regions, it is essential to check in encyclopaedias about geography or parallel texts which are officially translated, as texts from the government in their official website, and, in this way, check if they have a coined version or not.</li> <li>• Regarding <i>cochinillo</i> and <i>cordero</i>, it is important to check dictionaries like the Collins where its translator from English to Spanish offers a coined translation for this two terms transferred from Spanish.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The extract is adequately written and can be understood by target readers. Additionally, the <i>realia España del Asado</i> has been solved very well with the addition of the translation into English between brackets.</li> <li>• Clarity in the content exposition: In general, the text is clearly exhibited. Nevertheless, we think that it has been a lack of revision because the last sentence is doubled, which may lead the target reader to confusion and to think that there is something missed from the source text which the translator has forgotten to translate.</li> </ul>	

- Stylistic adequacy: Regarding the style, we can say that it is adequate. However, there is a lack of coherence and of investigation with the names of the autonomous regions. For example, in the title we find Castile-Leon and in the extract, Castilla-Leon. To solve this problem, it would be advisable to check, as we mentioned before, official parallel texts which would offer the official version of the translation or simply maintaining the Spanish name.
- Identical equivalence from the source text to the target text: The information transferred to English is faithful to the source text in Spanish. In addition, as we pointed out before, the problem of the *realia España del Asado* has been perfectly solved.
- Grammatical and semantic correctness: With reference to grammar, it is correct. Regarding the semantic, the terms have been carefully chosen and the translator has obtained a correct text.

SPANISH VERSION	ENGLISH VERSION
<p>Los vinos castellano-leoneses adscritos a Denominación de Origen son los Cigales, Bierzo, Ribera del Duero, Rueda y Toro. El vino rosado es el rey dentro de la variedad de Cigales, mientras que los del Bierzo y Ribera del Duero son mayoritariamente tintos de intenso color rubí y guinda, los Rueda, blancos con color amarillo paja con tonos acerado verdosos o dorados, jóvenes en general. Los vinos D.O. Toro son tintos muy afrutados.</p>	<p>The wines from Castille-Leon with Denomination of Origin are Cigales, Bierzo, Ribera del Duero, Rueda and Toro. The rosé is the most appreciated wine of the Cigales variety, whereas the Bierzo or Ribera del Duero D.O. are mainly intensely red. Rueda wines are white, with a pallid yellow colour and generally young. The wines of the D.O. Toro tend to be very fruity.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Proper names: The adaptation of the coined name <i>Denominación de Origen</i> and its acronym.</li> <li>• Proper names: The reformulation of the demonym of the people of Castilla and Leon.</li> <li>• Knowledge: The description of the wines. In Spanish, as it has a vast culture regarding wines, there is a complex terminology to describe wines and everything related with them. This can pose a problem when transferring to a language with a poor culture in wines.</li> <li>• Double sense terminology: The expression 'el rey' to English.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• To translate in a correct way the coined name is necessary to consult parallel texts from EUR-lex, which will include the coined translation of <i>Denominación de Origen</i> and it will sure be an official translation, as it is a repository of legal texts from the EU.</li> <li>• The best solution regarding demonyms is to include 'people of (place)', unless there is a coined one in the target language.</li> </ul>	

- With reference to the wine's field, is fundamental to acquire firstly a knowledge to understand the source text and, then, to perfectly transfer to English. Thus, it is important to look up websites of wineries both in Spanish and in English to acquire better knowledge.
- The translator should find an identical equivalent which offers the same meaning, and if not, he or she should paraphrase the expression to maintain the meaning.

#### Analysis of the quality:

- Practical adequacy: The extract may be considered adequate although we should point out a mistake of documentation regarding the translation of *Denominación de Origen*. After checking various parallel texts in EUR-Lex, we have concluded that the correct coined translation is 'Designation of Origin', not 'Denomination of Origin', which can be understood by target readers but it is not the correct translation.
- Clarity in the content exposition: All the content is clearly shown and the target text could be understood even by a person with any knowledge about wines. Moreover, we will like to remark the good adaptation of the colour called in Spanish *amarillo paja* by pallid yellow. However, we have detected a mistake of translation, or rather a lack of information, when talking about the Toro wines, because the English version only describes the fruity taste of the wine, but the source text specifies also that it is a red wine.
- Stylistic adequacy: The style is adequate to the kind of readers usually read this website and the kind of text we are dealing with.
- Identical equivalence from the source text to the target text: Despite some terms were difficult to transfer into a culture not very immerse in the viniculture, the translator has perfectly adapted all the description, even the colour we point out before. Moreover, although it doesn't maintain the same structure, the translator has made a good adaptation of the expression *el rey* with a paraphrases to maintain the same meaning
- Grammatical and semantic correctness: Regarding grammar, it is all correct. With reference to the terminology, we should point out that we have again detected a mistake when translating the name of the autonomous region and, even, a lack of coherence along the whole text because, as we saw in the previous extract, *Castilla y León* was translated as Castile-Leon and Castilla-Leon and, in this case, as Castille-Leon. The rest of the terminology is perfectly chosen and very adequate to the level of specialisation of the potential readers.

### 6.4.3 Festivities

In the first place, we are going to analyse two paragraphs about the festivity of San Fermín, celebrated around July 7<sup>th</sup> in Pamplona and the complete texts can be found in Annexes 7 and 8.

SPANISH VERSION	ENGLISH VERSION
Miles de personas acuden cada año para vivir el riesgo y la emoción sus populares encierros, inmortalizados para siempre por Ernest Hemingway en su novela Fiesta.	Thousands of people come every year to experience the risk and excitement of the popular running of the bulls, immortalised by Ernest Hemingway in his novel Fiesta.
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Proper name: The title of the novel of Hemingway.</li> <li>• Terminology: The term <i>encierros</i> can cause problems when translating.</li> <li>• Style: To transfer the same intention of making the target readers feel what you can experience if going to Pamplona as the source text has.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• To search in libraries or book's repositories the original title of the novel because it was not written originally in Spanish, but in English.</li> <li>• In this case, the best option is to paraphrase what the <i>encierros</i> are.</li> <li>• It is essential to maintain the terminology or even to add information to attract potential visitors.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The first part of the sentence is adequate. Moreover, the difficulty pointed out before of <i>encierros</i> has been perfectly solved. However, the second part is not adequate because the novel of Hemingway has not the same title in English as in Spanish. The correct would be 'The sun also rises', which is the original title and not '<i>Fiesta</i>', a translation. This problem can provoke a lack of comprehension for the target reader.</li> <li>• Clarity in the content exposition: The content is clearly exhibited and maintains the same intention as the source text, in spite of the mistake of translation of the title of Hemingway.</li> <li>• Identical equivalence from the source text to the target text: Despite the problem of translation of the title, the rest is perfectly transferred. We would like to highlight the good paraphrase of <i>encierros</i> in the English text.</li> <li>• Grammatical and semantic correctness: Both, the grammar and the semantic are correctly chosen.</li> </ul>	

SPANISH VERSION	ENGLISH VERSION
<p>El programa de actos también incluye verbenas, conciertos, exhibiciones de danza y, por supuesto, corridas de toros, que suelen estar muy animadas desde las gradas gracias a las peñas de amigos. San Fermín acaba el 14 de julio, a las 12 de la noche, cuando la gente se reúne en la Plaza del Ayuntamiento y, con velas encendidas, canta el “Pobre de mí”, despidiéndose de sus festejos hasta el año siguiente.</p>	<p>The festive programme also includes open-air celebrations, concerts, dance exhibitions and, of course, bullfights. They tend to be lively events, as organised groups of bullfighting fans pack the stands. San Fermín finishes 14th July at midnight, when the crowds make their way to the Town Hall Square and, with candles alight, sing “Pobre de mí”, to bid farewell to the fiesta until the following year.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Terminology: The translation of the word <i>verbena</i>, because it is not typical from the English culture.</li> <li>• Adaptation of dates and times: The date can cause problems regarding the order variation between English and Spanish. Regarding the time, it can also cause problems of adaptation.</li> <li>• Proper name: The name of the song <i>Pobre de mi</i>, as it doesn't exist in any other culture, it is typical from Spain, and especially from San Fermín.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• The best strategy to follow is to find a cultural equivalent which represents the same idea, in such a way that target readers imagine the same as the source readers.</li> <li>• It is essential to check in any English grammar which the conventions to adapt both, dates and times, are, and follow them.</li> <li>• As the title of the song cannot be translated, the best option is to add a little explanation of the song or to invite them to hear it, in order to identify it and not provoking a lack of knowledge.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The paragraph is not completely adequate due to some parts of the translation, which can come to wrong ideas, as we will explain along this analysis.</li> <li>• Clarity in the content exposition: The content is not very clear due to two translations which can lead to misunderstandings. The first is the translation of <i>verbena</i> by open-air exhibitions, which is a very general translation for the connotations the Spanish word has. It would have been better open-air music or open-air dance. The second is regarding the division in two parts, which is a good option, of the first sentence, but in our opinion has provoked a mistake. The subject ‘they’ can mislead in the fact that if it is referred to all the events or only to the bullfights. Moreover, the content of this second part of the division of the first sentence slightly differs from the Spanish text.</li> </ul>	



- Stylistic adequacy: In general, the style is adequate, but, from our point of view, the description of the bullfights changes of meaning because the ones who make the bullfights an entertaining event and fill the grandstands are groups of friends not bullfight fans.
- Identical equivalence from the source text to the target text: The general idea of the text is perfectly transmitted. However, as we have commented before, the description of the bullfights in English changes its meaning in relation to the Spanish text.
- Grammatical and semantic correctness: Grammar is correct. Regarding terminology, the translator has chosen terms which can mislead the reader and the idea of the festivity. Moreover, we have verified that the term 'stand' is only used in American English, so it will be better to use 'grandstand' which is not specific from any variety of English, as we are dealing with International English.

In the following table, we will analyse an extract (see complete texts in Annexes 9 and 10) about the Saint John's bonfires celebrated in Alicante during the night of the 23<sup>rd</sup> of June.

SPANISH VERSION	ENGLISH VERSION
Los festejos comienzan oficialmente con la "plantà" (colocación) de las monumentales "hogueras" que, con su aire satírico, llenan las calles de Alicante de ingenio y buen humor.	The festivities officially begin on 20 June with the "plantà", or building of enormous bonfires with their tongue-in-cheek cardboard figures which fill the streets of Alicante with wit and good humour.
Possible difficulties: <ul style="list-style-type: none"> <li>• <i>Realia</i> and retention of the source term: The adaptation of the term <i>plantà</i>.</li> <li>• Knowledge: Good adaptation of the description of the bonfires.</li> </ul>	
Strategies which should be used to solve the difficulties: <ul style="list-style-type: none"> <li>• In order to leave no doubt about that the <i>plantà</i> is, the better strategy to follow is to add an explanation as it is in the source text, because the term is not in Spanish, but in Valencian.</li> <li>• In order to explain in a good way the bonfires and this festivity, it is essential to have a good knowledge about it. Thus, a good work of documentation is fundamental. Additionally, this can be explained with a similar festivity celebrated in the English culture.</li> </ul>	
Analysis of the quality: <ul style="list-style-type: none"> <li>• Practical adequacy: On the one hand, the translator has added the beginning date of the Saint John festivity, a good decision which can help target readers. On the other hand, the translator has transferred a different idea about the beginning of the festivity, considering that the <i>plantà</i> is only the placing of the figures not its building.</li> </ul>	

- Clarity in the content exposition: As we have just stated, the content is not clearly transferred regarding the description of the beginning of the festivity, but it is clear regarding when it starts and what do this special figures represent.
- Stylistic adequacy: Despite the text does not exactly transmit the same as the source text, the style is adequate.
- Identical equivalence from the source text to the target text: As we have commented along this analysis, the idea of the *plantà* is badly transferred and that is the reason why target readers will not receive the message as source readers will. In addition, the difficulty of the *realia plantà* has not been solved with a description like in the Spanish version.
- Grammatical and semantic correctness: Grammar is correct, but we cannot assure the same about the terminology, which can lead to misunderstandings for target readers.
- Good adaptation of the non-verbal content: In this case, we would like to highlight that the image which accompany the text does not represent and show how the festivity is (neither in the Spanish version nor in the English one). However, in Spain can easily know how this festivity is celebrated by the news or thanks to the general culture of Spain, but this does not occur with the English readers.

Finally, another important festivity in Spain is the Holy Week and we will analyse an extract (see complete texts in Annexes 11 and 12) about this incredible and unique festivity.

SPANISH VERSION	ENGLISH VERSION
<p>La Semana Santa se celebra en todas las ciudades y puntos de España. Sin embargo, hay varias fiestas que, por su especial atractivo y singularidad, son muy conocidas han sido declaradas de Interés Turístico Internacional. En la Semana Santa de Sevilla verás como los cofrades son capaces de soportar el peso de Vírgenes, ricamente adornadas, mientras desfilan por las estrechas calles del casco antiguo.</p>	<p>Easter week is celebrated in every city, town and village in Spain. Nevertheless, there are some fiestas that are especially well known for their uniqueness and beauty, and have received the International Tourist designation. During Easter week in Seville you'll see how the "cofradías" (religious brotherhoods) manage to withstand the colossal weight of elaborately decorated statues of the Virgin Mary as they parade through the narrow street of the old town.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Terminology: <i>Semana Santa</i> is not celebrated in the same way in the English-speaking countries and in Spain.</li> <li>• Proper name: The honour of <i>Interés Turístico Internacional</i> has a coined name in English which must be respected.</li> <li>• Knowledge: The Holy Week in Spain is very particular and it is essential to have a good knowledge about it in order to make a good translation.</li> </ul>	

Strategies which should be used to solve the difficulties:

- It is essential to check parallel texts, for example in the official website of the Spanish government where will be found the official coined expression for this term, and the translator should come to the conclusion that the translation has to make reference to the religious festivity of Spain (Holy Week), not the simple holidays as in English-speaking countries (Easter Week).
- In this case, the translator should check parallel texts from EUR-Lex to find the coined name.
- The best strategy to improve the knowledge is reading about the topic. Thus, there are websites which can be consulted in order to acquire the necessary knowledge and transfer adequately all of the information.

Analysis of the quality:

- Practical adequacy: In general, the target text is understandable for target readers. Nevertheless, we would like to point out that the translator slightly changes the connotations of the reason why these festivities are declared of International Tourist Interest, and that the ones who withstand the paces are the members of the *cofradías*, not the *cofradías* itself, as stated in the Spanish text.
- Clarity in the content exposition: The contents are clearly shown and the Holy week is perfectly described for people who do not celebrate something similar in their culture.
- Stylistic adequacy: The style is correct and the translator has included some explanations of Spanish words related to the field, which is very helpful for target readers.
- Identical equivalence from the source text to the target text: Generally, the content has been perfectly transferred. However, as we have highlighted before, there is a hint which slightly changes the reason why some festivities are declared of International Tourist Interest.
- Grammatical and semantic correctness: Grammar is correct, and, in general, the chosen terminology also. However, the *Semana Santa* from Spain must be translated as Holy Week due to its religious connotations and not as Easter Week, which refers simply to the holidays of spring.

#### 6.4.4 Art and monuments

In this section, we would like to analyse the translation of two extracts about two places which are visited by thousands of people every year. The first will be about the famous Basilica of La Sagrada Familia (see complete texts in Annexes 13 and 14) and the second about the Altamira caves (see complete texts in Annexes 15 and 16).

SPANISH VERSION	ENGLISH VERSION
<p>Conozca una joya arquitectónica inigualable, una creación única que se ha convertido en el símbolo más universal de Barcelona. Adéntrese en la Sagrada Familia, obra cumbre del genial Antonio Gaudí, un templo monumental de formas, torres, curvas y esculturas complejas e irrepetibles.</p>	<p>Discover an unparalleled architectural gem, a unique creation that has become Barcelona's most universal symbol. Come and get to know the Sagrada Familia, the pinnacle of Antonio Gaudí's creation, a monumental church comprised of shapes, towers, curves and complex, unique sculptures.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Proper name: The adaptation of the name Barcelona and of the Sagrada Familia.</li> <li>• Style: In the Spanish version is difficult to identify to what nouns are linked the adjectives <i>complejas</i> and <i>irrepetibles</i>. This could lead to mistakes by the translator due to this problem.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• It is essential to look for parallel texts; for example, in the city's website which is localized into English, and to check if there is a coined version of the city name.</li> <li>• In this case, the ideal solution would be to ask the writer of the text about what did he wanted to refer. Nevertheless, this option is very difficult and the most useful strategy will be to search for information and to produce the best translation.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The text is adequate to the English culture. However, the translator has translated <i>templo</i> by church and but the Sagrada Familia is not a simple church and holds the title of basilica. This will be a translation's mistake owing to a lack of knowledge.</li> <li>• Clarity in the content exposition: The content is clearly exhibited and describes the basilica adequately.</li> <li>• Stylistic adequacy: The style is very correct regarding the English culture. In addition, we would like to highlight that the translation of <i>adéntrese</i> by 'come and get to know' is very adequate and sounds more natural than a literal translation.</li> <li>• Identical equivalence from the source text to the target text: Despite the doubts produced around the adjectives describing the temple, translator has made a decision in which the translation transmits the same information as the source text.</li> <li>• Grammatical and semantic correctness: Regarding grammar, it only should be pointed out that talking about Gaudí we should talk about creations in plural because he has made more than one. The rest of the grammar as well as terminology are correct.</li> </ul>	

SPANISH VERSION	ENGLISH VERSION
<p>Las pinturas tienen unos 14.000 años de antigüedad y son Patrimonio de la Humanidad. La cueva es de trazado irregular y tiene unos 270 metros de longitud. Consta de un vestíbulo, una galería y la sala lateral. Contienen unas de las mejores muestras del arte rupestre prehistórico.</p>	<p>The paintings are some 14,000 years old and have the World Heritage designation. The cave has an irregular shape and is some 270 metres in length. It has an entrance hall, main gallery and side hall, and contains some of the world's finest examples of prehistoric rock art.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• The adaptation of numbers and measurements</li> <li>• Proper name: The title <i>Patrimonio de la Humanidad</i> must have a coined translation and it is fundamental to write it in a correct way.</li> <li>• Poorly written text: It is only a detail but could cause problems for the translator. When the three parts of the cave are listed, the first two are with indefinite article and the third with a definite article.</li> </ul>	
<p>Strategies used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• It is essential to follow the established convention regarding numbers and measurements. In this case, the full stop must be replaced by a comma. However, the length of the cave should be left in metres,</li> <li>• The best option is to consult parallel texts for EUR-Lex, which has official translations, and to use the coined translation, so that the target readers understand what the text talks about.</li> <li>• In this type of cases, the strategy to follow is to decide what to use for the translation and not making the same mistake of mixing both as in the source text.</li> </ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"> <li>• Practical adequacy: The text is correct and can be perfectly understood by target readers.</li> <li>• Clarity in the content exposition: The content is clearly shown and the descriptions are as simple as the ones in the source text. Moreover, we consider a good solution the merger of the two last sentences to give fluency to the text.</li> <li>• Stylistic adequacy: The style is adequate regarding the English culture, despite leaving the length in the metrical system, which is still not very acceptable by the English-speaking people.</li> <li>• Identical equivalence from the source text to the target text: The English text contains all the information the Spanish text has, although it is not a literal translation.</li> <li>• Grammatical and semantic correctness: Regarding grammar, we would like to highlight that the difficulty pointed out about the poorly written text has not been solved in a good way, and, therefore, the target text continues with that deficiency pulled by the source text. The rest of the text is adequate with reference to grammar and terminology. With regard to terminology, we want to remark that, after checking various parallel texts about art in English museums websites, we consider that is more frequent the use of cave art instead of rock art, but, in no case, wrong.</li> </ul>	

### 6.4.5 Routes

In the last section of this analysis we will analyse some extracts related with the routes which go all over Spain. We have chosen two important routes of the Spanish outlook well-known by foreigners: the Camino de Santiago and the Vías Verdes.

Firstly, we will observe an extract about the Spanish Vías Verdes but the complete texts can be consulted in Annexes 17 and 18.

SPANISH VERSION	ENGLISH VERSION
Hay más de 115 Vías Verdes en España y en total suman más de 2.400 kilómetros de senderos en la naturaleza. Se reparten por prácticamente todo el país (excepto en las Islas Canarias) y hay tanto de interior como próximas a la costa. Las vías son muy variadas y encontrarás sendas rurales, caminos urbanos, recorridos de poco más de cinco kilómetros y vías que superan los 100 kilómetros.	There are over 115 Vías Verdes in Spain, offering a total of more than 2,400 kilometres of paths through natural settings. They can be found practically everywhere in the country (except for the Canary Islands), both inland and near the coast. The routes are very varied, going through both rural and urban areas, and their length can range from just five kilometres to well over 100 kilometres.
<p>Possible difficulties:</p> <ul style="list-style-type: none"><li>• Proper names: The name of the group of routes <i>Vías Verdes</i>.</li><li>• Numbers and measurements: There are a series of numbers and measurements that must be adapted to the English culture.</li></ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"><li>• The best solution is to look for parallel texts in websites about hiking and see if there is a coined translation or something which could be similar in the English context.</li><li>• Regarding numbers, the conventions established for its adaptation must be followed. Regarding measurements, despite in English-speaking countries is common to see the imperial system, the metrical system is also accepted and known and can be left. Thus, it is essential to consult English grammars.</li></ul>	
<p>Analysis of the quality:</p> <ul style="list-style-type: none"><li>• Practical adequacy: The extract is adequate to the culture and target readers. Despite it is not included in this extract, a description of Vías Verdes is included at the beginning of the complete text which can be found in the Attachments.</li><li>• Clarity in the content exposition: The target text is clear and well structured, as the source text.</li><li>• Stylistic adequacy: The style is adequate and, as it was nothing offensive or odd in the source text, everything has been maintained.</li></ul>	

- Identical equivalence from the source text to the target text: The English text is equivalent to the Spanish text. It offers the same information, and it could be said that it is almost a literal translation.
- Grammatical and semantic correctness: Regarding grammar and terminology, everything is correct and the terminology which has been chosen is very adequate to the context we are dealing with.

Finally, we will analyse the extract about the Camino de Santiago and the complete texts can be found in Annexes 19 and 20.

SPANISH VERSION	ENGLISH VERSION
<p>Le aseguramos que adentrarse en el Camino de Santiago es una aventura apasionante e inolvidable. Se trata de una manera distinta de conocer el norte de España a través de distintos itinerarios cuya meta es la catedral de Santiago de Compostela, en Galicia, donde se encuentra la tumba del apóstol Santiago. Esta red de caminos jacobeos fue declarada en 1993 Patrimonio de la Humanidad por la UNESCO.</p>	<p>One thing is for sure. The Camino de Santiago is an exciting and unforgettable adventure. It is a different way to discover Northern Spain, by following one of several itineraries whose common goal is the cathedral in Santiago de Compostela, Galicia, where you will find the tomb of the apostle Santiago (St. James). This network pilgrimage routes to Santiago gained UNESCO World Heritage status in 1993.</p>
<p>Possible difficulties:</p> <ul style="list-style-type: none"> <li>• Proper names: The name of the route (Camino de Santiago), the name of the apostle (Santiago) and the adaptation of <i>Patrimonio de la Humanidad por la UNESCO</i>.</li> <li>• <i>Realia</i>: The adaptation of the denomination <i>jacobeo</i>.</li> <li>• Style: The source text presents a high motivation to invite the reader to make the Camino de Santiago.</li> <li>• Knowledge difficulties: If the translator has not heard about it, the translation of the text and the enthusiasm it offers could be difficult.</li> </ul>	
<p>Strategies which should be used to solve the difficulties:</p> <ul style="list-style-type: none"> <li>• The best solution to the difficulty of proper names is look in parallel texts; for example, in EUR-Lex, to see what the most common solution is for them.</li> <li>• In this type of cases, the best solution is to paraphrase or, if it is not relevant, to omit.</li> <li>• Regarding style, the translator has to maintain the same ideas and ways of transmitting them, in order to attract potential visitors to make the route.</li> <li>• With reference to the knowledge, the translator should read about the Camino de Santiago before translating. Thus, the official site of the Camino de Santiago can be consulted.</li> </ul>	

Analysis of the quality:

- Practical adequacy: The extract is adequate to the target reader. Moreover, the reference to *jacobeo* has been omitted as it was no relevant information which could mislead the target reader and, in its place, it was included that it is a pilgrimage route, which we think it is a correct solution.
- Clarity in the content exposition: The content is clearly offered to the target readers. In addition, the translator decides to leave the name of the apostle Santiago and then clarify its name in English, which we think is a good solution to show the readers the reason why the route has the name it has.
- Stylistic adequacy: Regarding the style, it is perfectly transferred. The translator gets to conserve the motivation and the aim of the text which is attracting readers to make the route. This is achieved along the complete text, not only in this sample.
- Identical equivalence from the source text to the target text: As we have pointed out along the whole analysis, the target text is equivalent to the source text. In some cases, it does not maintain the same structures, but the translator changes them in order to achieve the aim of the text.
- Grammatical and semantic correctness: Grammar as well as terminology are perfectly chosen and make the text more interesting for the target reader.

## 6.5 Outcomes of the analysis

In the following section, we will study and explain the results we have obtained after the analysis of the Spanish Official Website of Tourism. This analysis had as its initial aim the analysis of the quality of the localization into International English, in order to verify if the website was useful for the attraction of tourist to the country.

To carry out the analysis, firstly we analysed all the possible elements which could be subjected to localization superficially and then, we focused our attention in the translation of the content, as it is what reaches the potential visitor and what makes him or her visiting Spain, analysing some extracts of diverse topics and typical cultural events. Despite it is a very short analysis to obtain a general conclusion about this kind of localization of tourist webpages, we consider it enough to reach an initial conclusion of this field of the localization of tourist webpages.

### 6.5.1 Outcomes of the analysis of the localization

Although we have studied the elements in a superficial way, we can come to the conclusion of various things related with the different elements and its localization to English.

- The content is the same in the English and Spanish version as what it is offered for tourist is the same for all of them. In addition, the Spanish brand (the logo) is maintained in the English version as it is what represents the country, but the



carrousels change from the Spanish version to the English one because the preferences are not the same for inland visitors that for foreigners.

- Regarding design and usability, we have observed that the format is the same in both versions and, as occurs with the original version, the pull-down menus and all of the content offered in the website are very clear and easy to use. In our opinion, the original design was made like this to offer the users a site where they could navigate with great ease and quickly find what they were looking for. In this way, users would have a positive attitude towards the site and the content they see.
- The characters coding has been kept as in Spanish, using the Unicode system to give the possibility of writing any character in English and, in this way, not having problems of coding, as could occur with any other type of coding.
- With reference to the currency system, nothing has changed, despite the dollar or the pound are commonly used in the English-speaking countries. In our opinion, this is due to the fact that readers are going to pay the prices in Spain, where the euro is the currency used, and would have no sense to show prices in other currency. The only thing which could have been done would be offering an equivalent in pounds or dollars between brackets, but this would also present some problems as we are dealing with the International English version.
- Time formats have not changed as the international format is used. However, that has not happened with date formats which have been adapted to the English format which is month/date/year.
- Regarding the measurements, the metrical system has been maintained as it is now also commonly used in English-speaking countries, although the imperial system is still the most used in these countries.
- In addresses formats are usually translated the name of the country and the generic of the complete name (street, avenue, etc.). In our opinion, this is the best solution to this problem, which produces a lot of controversy in these kinds of texts. If you want to visit a place, you need to know which its real name is, not its translation, and the decision of translating or including the generic is very useful to have an idea of what you are looking for.
- Proper names are the elements which give more problems to translators, together with addresses, as they do not agree in any rule to follow. On the one hand, regarding proper names of people or places, they are translated or not depending on how they are commonly known in the English culture. On the other hand, regarding proper names of museums, addresses, etc., they are only translated if have a coined translation but this is not always obeyed as we can find names in the original version in one text and the next one its translation. We think that a

solution should be suggested to this problem considering that it reduces the quality of texts and provokes misunderstandings among readers, who do not know, for example, if Castile-Leon is the same as Castilla-Leon.

- Images are maintained the same as they represent what it is described in the texts and it cannot be changed. In any case images exhibit are sensible or offensive for readers. However, in videos the audio is usually changed into English version or the Spanish one, although sometimes is also subtitled or interpreted, depending on the kind of video. From our point of view, the solution of changing the audio into the target language is the best solution to not misleading the person watching the video. Nevertheless, in case this strategy is not followed, it is always better having it with voice-over or with subtitles than having it in original version, considering that the viewer would not understand anything.
- Numbers have also different types of adaptations. Regarding centuries, English uses cardinal numbers instead of the Roman numerals used in Spanish and the commas we find in numbers are changed by full stops and the full stops by commas in English. This process has been firmly followed to avoid misunderstandings.
- Colours have not changed, since any of them meant an offense to the target culture or could come to confusion, as they may imply a different meaning for target users.
- Icons have neither changed, as official or internationally-known symbols are used. The decision of using official and international-known symbols in the original version is a good decision which is probably the result of a good internationalisation and globalization. In addition, the decision of the translator of maintaining them is also correct.
- The legal conventions are translated in accurate way to leave no doubt about anything and it is clearly shown that the website is governed by the Spanish law. In our opinion, this was one of the most important sections and where the translator had to be more careful and he or she has carry out an adequate and faithful work.
- Regarding the telecommunication infrastructure there should be any problem as English-speaking countries are developed countries and they have everything needed to have a good access to the Internet. However, it is important to clarify and verify all this data with a research about the target market.
- The hidden information has also been translated and, therefore, the SEO position will be better when browsing in English. From our point of view, it is essential to remark the adequate decision made as many websites do not highlight in the importance of translating this information.

Nevertheless, we have also checked that the majority of the links to other websites which are shown in the English version of the website are not translated into English, as occurs with the travelogues, which addresses the user to the same link with no changes (as we can see in images 41 and 42).



Image 41. Screenshot of the Travelogues linked to the Spanish website

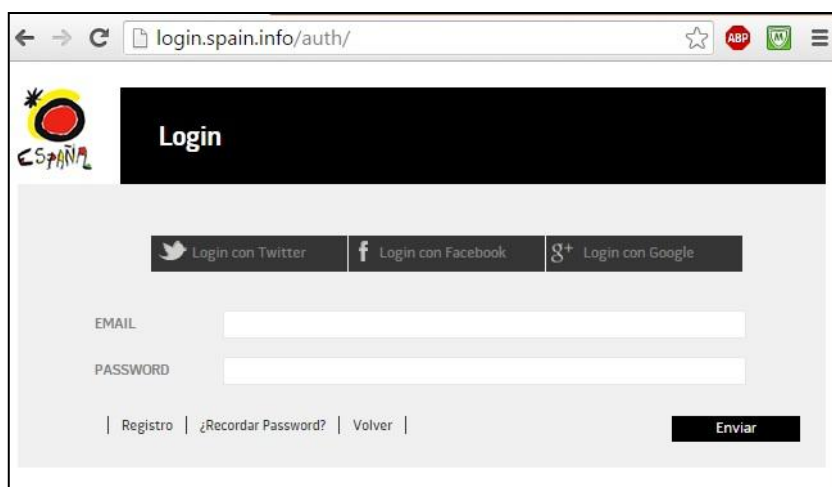


Image 42. Screenshot of the Travelogues linked to the English website

Finally, to assess the quality of the localization, we have checked that there are some sections without localization and the links to other websites are still in the original language, which would be advisable to remove them from the target version or to adapt them. These types of problems complicate the access to target readers to the information offered, which is one of the main functions of the localization process. On the other hand, the adaptation of sections which are more accessible and are posted on the main interface is really good done, above all, the carrousel which change their different options depending on the preferences of the target culture.

### 6.5.2 Outcomes of the analysis of the translation

In spite of studying only little extracts of texts from the whole website, we can evaluate in rough outlines the quality of the translation of the Official Spanish Website of Tourism into International English.

We have come to the conclusion that the translation of tourist texts presents a series of problems which cannot be found in other texts:

- Names of places, streets, or monuments, among others tend to be translated if they have a coined version, or left in its original version but its generic is translated or added if it does not contain it. Nevertheless, after the analysis, we have verified that this is not always followed and sometimes the original is left without any translation or addition of a generic. In our opinion, this problem could be solved with a good task of revision, which we have observed is left, and an unification of conventions in order to follow the same rules along the whole website by all translators involved in the translation.
- The *realia* are the major difficulty of the tourist texts as they are full of cultural content entitled in a very specific way. Normally, these *realia* are left in the source language, usually to give an exotic style to the text and principally to allow potential visitors finding them when going to the place, and they are accompanied by a description between brackets. If the translator is not immersed in the source culture or he or she has not a high knowledge about it, the *realia* are difficult to transfer and can carry out a poor transfer of the source ideas to the target text. From our point of view, translators had a good knowledge about the Spanish culture and they have been able to transfer in an adequate way all this *realia*. Nevertheless, due to a lack of a good revision task, some *realia* have been left without explanation, which could lead to gaps of knowledge while reading.
- The style and the intention of the text are difficult to maintain, as the translator is usually only focused on the transfer of the content. We also consider that the translation of the content is really important to know about the festivity, monument, or whatever is described, but the intention and the style are the essence so as to definitely attract the potential visitors. We think that, generally, translators have done a good job, above all in the texts about festivities, but in some cases maintaining both the style and the intention has been very difficult and the translator has decided to neutralise the text, that is to say, to only transfer the information.
- Grammar is generally correct. There are some mistakes, but that are problems due to the lack of the task of revision.

- The terminology, in most cases, has been adequately chosen, which is really difficult due to the vast variety of fields tourist texts include and the specialisation of the discourse. However, from our point of view, in some other cases, the lack of documentation or knowledge has played a dirty trick on the election of terminology, as is the case of the misunderstanding between Holy Week and Easter Week.

We can assure that the majority of the problems which present the texts from the Official Spanish Website of Tourism of Spain have properly been solved. However, we have also had the opportunity of verifying there is a higher need of documentation on the part of translators and a major work on the revision task to solve problems like the repetition of a sentence or the use of even three denomination for the autonomous region of *Castilla y Leon* in the same text we have seen in the analysis. From our point of view, regarding this last problem, we have observed there is a lack of unification on the criteria among translators; especially when adapting proper names, streets, or museums, among others, which in some cases the generic is translated and in others the term is completely left in the source language.

Finally, to assess the quality of the translation, we have observed that the feelings and the culture source texts have are transmitted. However, we cannot forget that there is a lack of the revision task which is fundamental in order to improve final result of the target text and the quality of translations. If this lacks, the country and the editors of the website offer a bad image of themselves and their country, which could be after reflected on the number tourists and their idea about Spain. Additionally, in our opinion, the revision should be done by a target native so as to add or to improve the grammar aspects. Moreover, it can be appreciated that this webpage has been translated by more than one translator because there are some mistakes which are due to a lack of communication between translators or to a lack of unification of criteria, and this should be solved. Therefore, establishing criteria and parameters to follow would be a very good option and, in this way, have a more coherent translation, which would also improve its quality.

## CONCLUSIONS

After the results obtained of the analysis of the localization and of the translation of the Official Spanish Website of Tourism localized into International English, we have drawn the final conclusions since the objectives established at the beginning of this dissertation.

The main objective was to analyse the localization into International English of the Official Spanish Website of Tourism and, especially within this process, its translation.

Firstly, regarding the localization, we have come to the conclusion that, in rough outlines, it has a good quality and it is a well adapted site. We consider that this is due to the good work of internationalisation done at the beginning, which has allow not having space restrictions or not

having problems with the compatibility of the characters used in the website thanks to the use of Unicode system. On the one hand, an adequate work of transfer of the content has been done, above all, the carrousels which have varied from the original version to the English version. On the other hand, we have to point out that there are mistakes, especially in the links which lead the user to another website, which could be solved if an adequate revision task of the whole site was carried out. Thanks to this dissertation, we have had the opportunity of verifying that the localization of websites is a very complex process which requires a special care. In addition, we have learnt that this kind of websites have to be adapted to the preferences of the target users and have to offer them what they want to read.

From this point, we would like to focus our attention on the tourist translation of this website and its quality. When studying the results of the analysis, we have verified that Official Spanish Website of Tourism needs to give more importance to the revision task in order to avoid mistakes due to a lack of attention or to the quick writing. Moreover, we consider that, after the study of the analysis, the translator should improve the instrumental and professional competence with more practice and, in this way, avoid cultural transfer mistakes and also progress in the quality of the adaptation. With reference to the alternative translations we wanted to suggest after the analysis, we have considered that, as the analysed extracts were not poorly translated, it was better to propose some general advises for each extract, which could serve for all similar cases of the website, instead of giving an alternative translation for each extract. Additionally, we would like to remark the significant role the terminology plays in this kind of websites. We have observed that the tourist discourse covers a high variety of fields and, to a large extent, they are specialised discourses, which entails an added difficulty to the translator or localizator. We have learnt that the translator who faces these kinds of texts has to be very prepared and has to have a vast knowledge about different fields and, in this way, have the opportunity of transferring adequately all of the content.

Among the secondary objectives, it were to study and to identify the complete GILT process, describing each part of it; to explain the process of localization; and to list the elements which were possibly subjected to localization. Additionally, another secondary objective was to explain what the tourist translation is and to list the difficulties which can cause problems to the translator in this kind of texts. Since this last objective, we have also listed which strategies are followed to solve these difficulties and, in this way, obtain the best results of the translation. We can assure that this theory has been fundamental to carry out a good analysis both of the localization and the translation, to draw the results and to learn of them.

The following information was not among the objectives established at the beginning of this dissertation, but, while studying the process, we considered that it was necessary to remark the competences which a translator and a localizator should have. From this point, we have

verified which competences share and which ones differ and after studying all of the information, we have verified that the localizer is a translator with a major preparation, above all in the instrumental competence.

To conclude, we can affirm that the objectives established at the beginning have been reached. Nowadays, as we have seen in different sections of this dissertation, the need of localization is essential in order to promote a country or an enterprise, among others, and, that way, to reach to more people around the globe. This website is a perfect example of today's localization and its function, to reach to the potential visitors from any corner of the globe as it localized into 31 languages and varieties of languages. Moreover, regarding the paper of the localizer, we have learnt that he or she has to be a more prepared person than a translator due to the extra competences which has to acquire as the command of special CAT tools. Finally, with reference to the tourist translation, we have observed that there is a need of increasing the quality of this kind of texts highlighting the need of an adequate revision task, but, as it includes a vast number of fields, it is a difficult task to establish common conventions to follow. In our opinion, after what we have learnt thanks to the analysis of the translation, to set up rules like to translate the generic of the streets and left the original name; to add a description of the *realia* in order to illustrate the target reader about it; or to establish some advises of how to transfer the style and the intention would be very important to maintain coherence along these kinds of texts and to improve its quality, which we have observed is many times poor.

This dissertation is only a short sample of all the work which can be carried out about the Official Spanish Website of Tourism. We consider that it would be very interesting to study the localization into different languages to verify if strategies followed for localizing and, especially for translating, are the same as for International English. However, this dissertation can be useful for professional localizers and translators who want to improve in these fields as well as for students who want to introduce themselves in the fields of localization or tourist translation thanks to the results obtained after the analysis.

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